

United Kingdom-Chichester: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 65/2020 01/04/2020

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Chichester
National registration number: 4740553
Postal address: College Lane
Town: Chichester
NUTS code: UKJ27 West Sussex (South West)
Postal code: PO19 6PE
Country: United Kingdom
Contact person: Doctor Rod Matthews
E-mail: r.matthews@chi.ac.uk
Telephone: +44 1243816000
Internet address(es):
Main address: www.chi.ac.uk

I.4. Type of the contracting authority

Other type: Univesity (Higher Education)

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Media agency services
Reference number: UOC0005

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Agency and brokering services to support the university in the design, delivery and contracting of suitable advertising suppliers, primarily for support of students recruitment and university promotion.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 80000000 Education and training services

II.2.3. Place of performance

NUTS code: UKJ27 West Sussex (South West)

Main site or place of performance: The university has campuses at Chichester, and Bognor Regis, West Sussex, UK.

II.2.4. Description of the procurement

The University of Chichester is seeking a suitably experienced and skilled partner to shape and focus our advertising campaigns to achieve the best results, and to act on behalf of the university in engaging with suitable advertising suppliers. This can be in the form of a multi-channel agency or a consortium of agencies to buy advertising such as: PPC, digital display and social media, emails, traditional (press and out-of-home).

Overall, our aim is to increase the size and diversity of the student body. For our open days, the aim is that through effective advertising, that we will increase bookings by 5 % for this year's events compared to those in 2019, and to continue to increase (year on year) in reaching suitable students and attracting them to apply the university.

The key annual events will be promotion of the Summer and Autumn open days and clearing with further campaigns centred on pre-application advertising, early applicants (Spring for entry the following year) and later applicants (Spring for entry the same year). These are primarily aimed at undergraduates, and we aim to develop focused campaigns for marketing to a postgraduate audience. Currently, our key timings are:

- Summer Open Day (June),
- Autumn Open Days (October/November/December),
- clearing (July/August),
- postgraduate (January).

II.2.5. Award criteria

Quality criterion - Name: Demonstrable industry knowledge / Weighting: 15

Quality criterion - Name: Advantageous relationships with suppliers / Weighting: 25

Quality criterion - Name: Adherece to GDPR / Weighting: 10

Quality criterion - Name: Financial standing / Weighting: 10

Quality criterion - Name: Case studies and demonstrable skills to deliver the service required / Weighting: 20

Cost criterion - Name: Advertising rate card and VFM / Weighting: 20

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14. Additional information

The University of Chichester is situated at the Bishop Otter Campus (BOC) based in Chichester, and the Bognor Regis Campus (BRC) situated in Bognor Regis.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 012-023940](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

Media agency services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/03/2020

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Hybrid News Ltd

Postal address: 46-48 Queen Charlotte Street

Town: Bristol

NUTS code: UKK1 Gloucestershire, Wiltshire and Bristol/Bath area

Postal code: BS1 4HX

Country: United Kingdom

E-mail: business@hybrid.co

Telephone: +44 1172443759

Internet address: www.hybrid.co

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Chichester University

Postal address: College Lane

Town: Chichester

Postal code: PO19 6PE

Country: United Kingdom

E-mail: tenders@chi.ac.uk

Telephone: +44 1243816000

Internet address: www.chi.ac.uk

VI.4.2. Body responsible for mediation procedures

Official name: Chichester University

Postal address: College Lane

Town: Chichester

Postal code: PO19 6PE

Country: United Kingdom

E-mail: tenders@chi.ac.uk

Telephone: +44 1243816000

Internet address: www.chi.ac.uk

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Chichester University

Postal address: College Lane

Town: Chichester

Postal code: PO19 6PE

Country: United Kingdom

E-mail: tenders@chi.ac.uk

Telephone: +44 1243816000

Internet address: www.chi.ac.uk

VI.5. Date of dispatch of this notice

30/03/2020