

United Kingdom-London: Advertising and marketing services

OJ S 79/2018 24/04/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Birkbeck College, University of London

Postal address: Malet Street

Town: London

NUTS code: UKI London

Postal code: WC1E 7HX

Country: United Kingdom

Contact person: Karim Meghani

E-mail: k.meghani@bbk.ac.uk

Internet address(es):

Main address: www.bbk.ac.uk/

Address of the buyer profile: <https://in-tendhost.co.uk/birkbeck.aspx/Home>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://in-tendhost.co.uk/birkbeck.aspx/Home>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://in-tendhost.co.uk/birkbeck.aspx/Home>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

BBKP 17 10 — Provision of Student Recruitment Advertising and Media Buying Services

Reference number: GLOBAL - 00000118

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Birkbeck, University of London wishes to appoint a sole full service agency with which it can develop a partnership approach to running creative and cost effective student recruitment campaigns that increase interest in studying at Birkbeck. Birkbeck expects to place all its student recruitment advertising with the nominated agency.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UKI3 Inner London - West

Main site or place of performance:

II.2.4. Description of the procurement

Birkbeck, University of London wishes to appoint a sole full service agency with which it can develop a partnership approach to running creative and cost effective student recruitment campaigns that increase interest in studying at Birkbeck. Birkbeck expects to place all its student recruitment advertising with the nominated agency.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/09/2018 End: 31/08/2021

This contract is subject to renewal: yes

Description of renewals:

2 further 12 month extensions subject to performance review.

II.2.9. Information about the limits on the number of candidates to be invited

Maximum number: 5

II.2.10. Information about variants

Variants will be accepted: no

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

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1.

Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 25/06/2018 Local time: 14:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Birkbeck College, University of London

Postal address: Malet Street, Bloomsbury

Town: London

Postal code: WC1E 7HX

Country: United Kingdom

Internet address: <http://www.bbk.ac.uk/>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

20/04/2018