

United Kingdom-Bolton: Marketing services
OJ S 100/2019 24/05/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Bolton

Postal address: Deane Road

Town: Bolton

NUTS code: UKD3 Greater Manchester

Postal code: BL3 5AB

Country: United Kingdom

E-mail: enquiries@bolton.ac.uk

Telephone: +44 1204900600

Internet address(es):

Main address: www.bolton.ac.uk

Address of the buyer profile: www.bolton.ac.uk

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

Marketing Services

Reference number: CA5728 -

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Bolton University requires one supplier to provide the marketing requirements as set out in the invitation to tender.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 2 328 232,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UKD3 Greater Manchester

Main site or place of performance: Manchester.

II.2.4. Description of the procurement

The University wishes to select a marketing agency supplier to support the delivery of its entire marketing activity as set out below:

- advertising and media buying,
- PR media relations,
- web/digital/social media/CRM development,
- graphic design,
- strategic brand and creative development.

II.2.5. Award criteria

Quality criterion - Name: Service delivery / Weighting: 50.00 %

Quality criterion - Name: Contract management / Weighting: 10.00 %

Quality criterion - Name: Presentation / Weighting: 20.00 %

Price - Weighting: 20.00 %

II.2.11. Information about options

Options: yes

Description of options:

48 month(s) from the commencement date, with 24 initial month(s) and option to extend 2x12 month(s).

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open 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: [2019/S 035-078861](#)

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

Contract No: CA5728

Title:

Marketing Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/05/2019

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: RSM Agency

Postal address: Calverton Lane Barn, Calverton

Town: Milton Keynes

NUTS code: UK United Kingdom

Postal code: MK19 6EU

Country: United Kingdom

E-mail: joseph@rsm-agency.com

Telephone: +44 1908635300

Internet address: www.RSM-Agency.com

The contractor is an SME: yes

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

Total value of the contract/lot: 2 328 232,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Section II.3) – dates refer to the initial contract period and do not include the options of any extensions.

Section IV.3.5) – any dates shown are an estimate.

In the first instance, candidates should register with www.multiquote.com and express an interest in the contract, full details of the contract will be available.

The Contracting Authority shall not be under any obligation to accept any tender. The Contracting Authority reserves the right to cancel the entire or parts of the tender, without such an action conferring any right to compensation on the Tenderers.

The Contracting Authority has no liability to settle any cost incurred by the tenderer as a result of the tendering procedure.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tenet
Postal address: 6 Atlantic Square
Town: Essex
Postal code: CM28 2TL
Country: United Kingdom

VI.4.2. Body responsible for mediation procedures

Official name: Tenet
Postal address: 6 Atlantic Square
Town: Essex
Postal code: CM28 2TL
Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:
The authority will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).

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

Official name: Tenet
Postal address: 6 Atlantic Square
Town: Essex
Postal code: CM28 2TL
Country: United Kingdom

VI.5. Date of dispatch of this notice

21/05/2019