

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

This contract is for the supply of Digital Marketing Services to the University of Bolton and the contractor will be required to provide the services listed under the following 6 categories. Specifics about each category will be discussed with the successful contractor and may change over the duration of the tender agreement based on sector trends and suggestions from the contractor on individual campaign briefs:

- A. Advice and Recommendations on Digital Advertising Strategy and Planning;
- B. Digital Marketing Campaigns;
- C. Digital Technical Services;
- D. Search Engine Optimisation;
- E. Mobile;
- F. Design and Content Generation.

II.1.6. CPV code(s)

79341200 Advertising management services, 79341400 Advertising campaign services, 79341000 Advertising services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

- A. Advice and Recommendations on Digital Advertising Strategy and Planning;
- B. Digital Marketing Campaigns;
- C. Digital Technical Services;
- D. Search Engine Optimisation;
- E. Mobile;
- F. Design and Content Generation.

Estimated value excluding VAT:

Range: between 400 000 and 800 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

II.3. Duration of the contract or time limit for completion

Duration in days: 48 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Accelerated restricted

Justification for the choice of accelerated procedure: Time constraints due to start of academic year.

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 1

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

PUOB0002

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2016/S 128-230559](#) of 6.7.2016

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 16.8.2016 - 17:00

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

16.8.2016 - 17:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: University of Bolton

Postal address: Deane Road

Town: Bolton

Postal code: BL3 5AB

Country: United Kingdom

E-mail: procurement@bolton.ac.uk

Telephone: +44 1204903187

Internet address: www.bolton.ac.uk

Body responsible for mediation procedures

Official name: Centre for Effective Dispute Resolution

Town: London

Postal code: EC4Y 1EU
Country: United Kingdom
E-mail: info@cedr.com
Telephone: +44 2075366000
Internet address: www.cedr.com

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

Official name: University of Bolton
Postal address: Deane Road
Town: Bolton
Postal code: BL3 5AB
Country: United Kingdom
E-mail: procurement@bolton.ac.uk
Telephone: +44 1204903187

VI.5. Date of dispatch of this notice

1.8.2016