

United Kingdom-Plymouth: Advertising and marketing services
OJ S 103/2021 31/05/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The University of Plymouth

Postal address: Drake Circus

Town: Plymouth

NUTS code: UKK41 Plymouth

Postal code: PL4 8AA

Country: United Kingdom

Contact person: Procurement

E-mail: procurement@plymouth.ac.uk

Telephone: +44 1752582057

Internet address(es):

Main address: <https://in-tendhost.co.uk/plymouthuni>

Address of the buyer profile: <https://www.plymouth.ac.uk/students-and-family/about-us/university-structure/service-areas/procurement>

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

International Marketing

Reference number: KD/UoP/Int_Marketing/021/020

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Invitation to tender for the provision of international student recruitment and institutional reputational building. For full details of the tender, <https://in-tendhost.co.uk/plymouthuni>

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 800 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

22462000 Advertising material, 79340000 Advertising and marketing services, 79341200 Advertising management services, 79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKK41 Plymouth

Main site or place of performance:

II.2.4. Description of the procurement

International marketing for student recruitment and institutional reputation building.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

Two stage tender for international student recruitment and institutional reputation building.

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

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 212-520594](#)

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: 2020/S 212-520594

Title:

International Marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/05/2021

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 0

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

Number of tenders received from tenderers from non-EU Member States: 9

Number of tenders received by electronic means: 9

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

V.2.3. Name and address of the contractor

Official name: RH Partners

Postal address: Richmond Court, Exeter

Town: Exeter

NUTS code: UKK4 Devon

Postal code: EX1 3QS

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 GBP

Total value of the contract/lot: 800 000,00 GBP

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: University of Plymouth

Town: Plymouth

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

26/05/2021