

United Kingdom-Plymouth: Advertising and marketing services

OJ S 212/2020 30/10/2020

Contract 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.3. Communication

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

Additional information can be obtained from the abovementioned address

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

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://in-tendhost.co.uk/plymouthuni>

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.1.5. Estimated total value

Value excluding VAT: 800 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

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

Duration in months: 48

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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 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:

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

Date: 22/01/2021 Local time: 12:00

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

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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:

The University will incorporate a standstill period at the point information on the award of contract is communicated to tenderer(s). The notification will provide full information on the award decision. The standstill period will be for a minimum of 10 calendar days.

VI.5. Date of dispatch of this notice

27/10/2020