

United Kingdom-Newport: Marketing services
OJ S 246/2018 21/12/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Harper Adams University

Postal address: Newport

Town: Newport

NUTS code: UKG2 Shropshire and Staffordshire

Postal code: TF10 8NB

Country: United Kingdom

E-mail: harmishaw@harper-adams.ac.uk

Telephone: +44 1952815015

Internet address(es):

Main address: <https://www.harper-adams.ac.uk>

Address of the buyer profile: <https://www.harper-adams.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 Agency Partnership Tender

Reference number: CA5029 - MCD0618

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this tender is to seek a long term strategic and creative full service agency partner (or alliance of agencies) to work alongside the in house Marketing team to continue the University brand journey and drive the key twin marketing objectives of profile and recruitment.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 125 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services, 79341000 Advertising services, 79340000 Advertising and marketing services, 79415200 Design consultancy services, 79341100 Advertising consultancy services, 79822500 Graphic design services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79416000 Public relations services, 92111200 Advertising, propaganda and information film and video-tape production, 22462000 Advertising material, 79961100 Advertising photography services, 79341400 Advertising campaign services, 92111210 Advertising film production, 22460000 Trade-advertising material, commercial catalogues and manuals, 79413000 Marketing management consultancy services, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: UKG22 Shropshire CC

NUTS code: UKG2 Shropshire and Staffordshire

NUTS code: UKG24 Staffordshire CC

NUTS code: UKG21 Telford and Wrekin

Main site or place of performance: Shropshire and Staffordshire.

II.2.4. Description of the procurement

In Spring 2017 Harper Adams re-launched their brand proposition and identity across the key marketing communication channels, bringing the presentation of the Harper brand in line with the extended offer of today and also in tune with a rapidly growing world population that is increasingly preoccupied with sustainability of the world's resources.

The purpose of this tender is to seek a long term strategic and creative full service agency partner (or alliance of agencies) to work alongside the in house Marketing team to continue this brand journey and drive the key twin marketing objectives of profile and recruitment. Specifically the successful Organisation will be required to support and add value across the marketing communications mix to raise the institutional profile and enhance the student journey — driving initial awareness and interest through to application, conversion and enrolment.

It is recognised that given the relative size and budgets of a university such as Harper.

II.2.5. Award criteria

Quality criterion - Name: Understanding of requirement and issues faced / Weighting: 40.00 %

Quality criterion - Name: Value for money in delivery / Weighting: 10.00 %

Quality criterion - Name: Contract and performance management — service delivery / Weighting: 18.00 %

Quality criterion - Name: Social value act / Weighting: 2.00 %

Quality criterion - Name: Pricing — Hourly rates / Weighting: 10.00 %

Quality criterion - Name: Pricing — Additional charges / Weighting: 5.00 %

Price - Weighting: 15.00 %

II.2.11. Information about options

Options: yes

Description of options:

54 month(s) from the commencement date, with 18 initial month(s) and option to extend 3 x 12 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: [2018/S 122-277339](#)

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: CA5029

Title:

Marketing Agency Partnership Tender

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/12/2018

V.2.2. Information about tenders

Number of tenders received: 30

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

V.2.3. Name and address of the contractor

Official name: Whistlejacket London

Postal address: 8 Berwick Street

Town: London

NUTS code: UK United Kingdom

Postal code: W1F 0PH

Country: United Kingdom

E-mail: richard@whistlejacketlondon.com

Telephone: +44 7740704304

Internet address: <http://www.whistlejacketlondon.com/>

The contractor is an SME: no

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

Total value of the contract/lot: 1 125 000,00 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: Harper Adams University

Postal address: Edgmond

Town: Newport

Postal code: TF10 8NB

Country: United Kingdom

E-mail: harmishaw@harper-adams.ac.uk

Telephone: +44 1952815015

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

19/12/2018