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**United Kingdom-London: Advertising and marketing services
2018/S 079-176723**

Contract notice

Services

Directive 2014/24/EU

Section I: Contracting authority

I.1) **Name and addresses**

Birkbeck College, University of London
Malet Street
London
WC1E 7HX
United Kingdom
Contact person: Karim Meghani
E-mail: k.meghani@bbk.ac.uk
NUTS code: UKI

Internet address(es):

Main address: www.bbk.ac.uk/
Address of the buyer profile: <https://in-tendhost.co.uk/birkbeck/asp/Home>

I.2) **Information about joint procurement**

I.3) **Communication**

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

Additional information can be obtained from the abovementioned address

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

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

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:**

BBKP 17 10 — Provision of Student Recruitment Advertising and Media Buying Services
Reference number: GLOBAL - 00000118

II.1.2) **Main CPV code**

79340000

II.1.3) **Type of contract**

Services

II.1.4) **Short description:**

Birkbeck, University of London wishes to appoint a sole full service agency with which it can develop a partnership approach to running creative and cost effective student recruitment campaigns that increase interest in studying at Birkbeck. Birkbeck expects to place all its student recruitment advertising with the nominated agency.

II.1.5) **Estimated total value**

II.1.6) **Information about lots**

This contract is divided into lots: no

II.2) **Description**

II.2.1) **Title:**

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

II.2.3) **Place of performance**

NUTS code: UKI3

Main site or place of performance:

II.2.4) **Description of the procurement:**

Birkbeck, University of London wishes to appoint a sole full service agency with which it can develop a partnership approach to running creative and cost effective student recruitment campaigns that increase interest in studying at Birkbeck. Birkbeck expects to place all its student recruitment advertising with the nominated agency.

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**

Start: 01/09/2018

End: 31/08/2021

This contract is subject to renewal: yes

Description of renewals:

2 further 12 month extensions subject to performance review.

II.2.9) **Information about the limits on the number of candidates to be invited**

Maximum number: 5

II.2.10) **Information about variants**

Variants will be accepted: no

II.2.11) **Information about options**

Options: no

II.2.12) **Information about electronic catalogues**

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:

- III.1.2) **Economic and financial standing**
Selection criteria as stated in the procurement documents
- III.1.3) **Technical and professional ability**
Selection criteria as stated in the procurement documents
- III.1.5) **Information about reserved contracts**
- III.2) **Conditions related to the contract**
- III.2.1) **Information about a particular profession**
- III.2.2) **Contract performance conditions:**
- III.2.3) **Information about staff responsible for the performance of the contract**

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.1.4) **Information about reduction of the number of solutions or tenders during negotiation or dialogue**
- IV.1.6) **Information about electronic auction**
- IV.1.8) **Information about the Government Procurement Agreement (GPA)**
The procurement is covered by the Government Procurement Agreement: no
- IV.2) **Administrative information**
- IV.2.1) **Previous publication concerning this procedure**
- IV.2.2) **Time limit for receipt of tenders or requests to participate**
Date: 25/06/2018
Local time: 14:00
- 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**
- IV.2.7) **Conditions for opening of tenders**

Section VI: Complementary information

- VI.1) **Information about recurrence**
This is a recurrent procurement: yes
- VI.2) **Information about electronic workflows**
Electronic ordering will be used
Electronic invoicing will be accepted
Electronic payment will be used
- VI.3) **Additional information:**
- VI.4) **Procedures for review**
- VI.4.1) **Review body**
Birkbeck College, University of London

Malet Street, Bloomsbury
London
WC1E 7HX
United Kingdom
Internet address:<http://www.bbk.ac.uk/>

VI.4.2) **Body responsible for mediation procedures**

VI.4.3) **Review procedure**

Precise information on deadline(s) for review procedures:

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

VI.5) **Date of dispatch of this notice:**

20/04/2018