

Request Ref: 2973

FOI Request dated **06/09/2023** as follows –

I would be most grateful if you would provide me, under the Freedom of Information Act, details in respect to the contract below.

Marketing Services:

<https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.contractsfinder.service.gov.uk%2FNotice%2F29bd08b-160b-4715-8f3a-465bdd6dcfb1&data=05%7C01%7Cfoi%40hull.ac.uk%7C992be26dd8754d90d19b08dbaebf3f62%7C490a81977b834f1089b983189be3835e%7C0%7C0%7C638295908922354838%7CUnknown%7CTWFpbGZsb3d8eyJWlloiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ikl1haWwiLCJXVCi6Mn0%3D%7C2000%7C%7C%7C&sdata=Sxdeq241ApZltEhKoGNkAtbRbW5oyVDkq18oOaBijtE%3D&reserved=0>

The details we require are:

- What are the contractual performance KPI's for this contract?
- Suppliers who applied for inclusion on each framework/contract and were successful & not successful at the PQQ & ITT stages
- Actual spend on this contract/framework (and any sub lots), from the start of the contract to the current date
- Start date & duration of framework/contract?
- Could you please provide a copy of the service/product specification given to all bidders for when this contract was last advertised?
- Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension?
- Has a decision been made yet on whether the framework(s)/contract(s) are being either extended or renewed?
- When are you likely to be publishing tender documents for the next contact period?
- Who is the senior officer (outside of procurement) responsible for this contract?

Response

- Please see attached
- Successful: AIP and McCann
- The digital budget is £800,000 - £1m, The OOH budget is £800,000 - £1m and The Creative Services budget is £120,000 to £130,000
- This can be found on the contract finder link you have provided as part of this request
- Please see attached
- Yes – with an option to extend for a further 2 periods of 12 months
- N/A
- N/A
- The Director of Marketing

Please be aware that Freedom of Information (FOI) requests made with the intention of furthering commercial interests, such as selling goods or services or gaining a competitive advantage over potential suppliers, are considered to be outside the intended scope of FOI. Using FOI for gaining a commercial advantage over others is not in line with the purpose of the Act and provides minimal or no benefit to the public. ICO guidance sets out that: “The public interest here means the public good, not what is of interest to the public, and not the private interests of the requester.”

To assist you on this occasion and for future reference, you may find the following information helpful:

- If you are interested in becoming a supplier, please see our webpage: Buyer Profile (<https://www.hull.ac.uk/work-with-us/more/supplying-our-university/buyer-profile#:~:text=Applying%20to%20be%20a%20Supplier%2FContractor%20to%20the%20University&text=To%20let%20us%20know%20about,not%20telephone%20the%20Procurement%20Office.>)
- We suggest you view the University’s E-Tendering Website (<https://www.hull.ac.uk/work-with-us/more/supplying-our-university/procurement>) and the Contracts Finder (government website): <https://www.gov.uk/contracts-finder> for information about contracts awarded/due for tender.
- For all procurement enquiries, see <https://www.hull.ac.uk/work-with-us/more/supplying-our-university/procurement>