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Tender

## **Digital Media Buying Services (2025)**

University of Cumbria

F02: Contract notice

Notice identifier: 2025/S 000-000179

Procurement identifier (OCID): ocds-h6vhtk-04cd8a

Published 6 January 2025, 12:15pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

University of Cumbria

Fusehill Street

Carlisle

CA1 2HH

#### **Contact**

Claire Reid

#### **Email**

[claire.reid@cumbria.ac.uk](mailto:claire.reid@cumbria.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKD1 - Cumbria

**Internet address(es)**

Main address

<http://www.cumbria.ac.uk>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://in-tendhost.co.uk/universityofcumbria/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://in-tendhost.co.uk/universityofcumbria/>

Tenders or requests to participate must be submitted to the above-mentioned 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

<http://in-tendhost.co.uk/universityofcumbria/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Digital Media Buying Services (2025)

Reference number

25-09

#### **II.1.2) Main CPV code**

- 79413000 - Marketing management consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The University of Cumbria runs a number of multi-channels UG and PG (PGT, PGR and PGCE), B2B2C student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from the UK. We are looking to engage the services of media agencies to deliver this provision.

#### **II.1.5) Estimated total value**

Value excluding VAT: £250,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

#### **II.2.1) Title**

25-09

Lot No

1-Paid Media

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

- 79413000 - Marketing management consultancy services

**II.2.3) Place of performance**

NUTS codes

- UKD1 - Cumbria

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

The University of Cumbria runs a number of multi-channels UG and PG (PGT, PGR and PGCE), B2B2C student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from the UK.

**II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

option to extend for a further 1 year (based on performance)

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: No

#### **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) Description**

#### **II.2.1) Title**

25-09

Lot No

2-Traditional Media

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

- 79413000 - Marketing management consultancy services

#### **II.2.3) Place of performance**

NUTS codes

- UKD1 - Cumbria

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

The University of Cumbria runs a number of multi-channels UG and PG (PGT, PGR and PGCE), B2B2C student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from the UK.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

option to extend for a further 1 year (based on performance)

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **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

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## 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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 3

In the case of framework agreements, provide justification for any duration exceeding 4 years:

N/A

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

Date

6 February 2025

Local time

12:00pm

#### 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

Tender must be valid until: 1 April 2025

#### **IV.2.7) Conditions for opening of tenders**

Date

6 February 2025

Local time

12:00pm

Place

Remote opening

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### **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.4) Procedures for review**

##### **VI.4.1) Review body**

University of Cumbria

Carlisle

Country

United Kingdom