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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

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

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.

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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

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

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

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