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Tender

Media Buying Agents and Associated Services (Advertising)

Bishop Grosseteste University

F02: Contract notice

Notice identifier: 2023/S 000-000198

Procurement identifier (OCID): ocds-h6vhtk-039518

Published 4 January 2023, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Bishop Grosseteste University

Longdales Road, LN1 1DY

Lincoln

LN1 1DY

Contact

Michael Hunt

Email

Michael.Hunt@bishopg.ac.uk

Telephone

+44 1522563949

Country

United Kingdom

Region code

UKF30 - Lincolnshire

Internet address(es)

Main address

<https://www.bgu.ac.uk>

Buyer's address

<https://www.bgu.ac.uk>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Lincoln:-Advertising-management-services./RTWY46H8V3>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/RTWY46H8V3>

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

<https://www.delta-esourcing.com>

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

Media Buying Agents and Associated Services (Advertising)

Reference number

BGU (M) 23-001

II.1.2) Main CPV code

- 79341200 - Advertising management services

II.1.3) Type of contract

Services

II.1.4) Short description

In this present instance, BGU is undertaking a procurement process to identify and appoint a service provider to provide media buying and advertising/marketing solutions to reflect the different types of advertising services required, including but not exhaustive to:

- a.Campaign Advertising and Related Services.
- b.Student Marketing.
- c.Management of Commercial Advertising Space.

II.1.5) Estimated total value

Value excluding VAT: £1,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKF30 - Lincolnshire

Main site or place of performance

Lincolnshire

II.2.4) Description of the procurement

Tenders are invited in respect of Media Buying Agents and Associated Services. The successful supplier will be responsible for providing this service, liaising closely with the Authority Representative (contract manager).

BGU Seeks a Supply partner (Media Buying Agent) who shall:

a. Raise the profile of the University within the marketplace and specifically amongst our core target audience, prospective UG students through digital and above the line advertising.

b. Deliver an annual continuous, optimized approach to marketing that protects and builds our brand, drives up lead generation and delivers year on year growth in student numbers.

c. Maximise the impact of key campaigns across the year enabling us to meet recruitment targets, including supporting recruitment to new courses and clearing.

The successful Supplier shall be an expert media agency who can be the University's 'go to' agency for all media planning and buying for all departments of the University.

II.2.5) Award criteria

Quality criterion - Name: Criterion 1 / Weighting: 60

Cost criterion - Name: Criterion 1 / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £1,000,000

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

Upon termed expiry.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The contract agreement has the option to extend for up to a further 24 months. The total estimated value stated in Section II.2.6) includes the option period.

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.1.8) 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

15 February 2023

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: 6 March 2023

IV.2.7) Conditions for opening of tenders

Date

15 February 2023

Local time

12:00pm

Place

Lincoln

Information about authorised persons and opening procedure

Procedures as per Delta E sourcing portal authorised by Michael Hunt in the presence of Penny Harris

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Lincoln:-Advertising-management-services./RTWY46H8V3>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/RTWY46H8V3>

GO Reference: GO-202314-PRO-21856156

VI.4) Procedures for review

VI.4.1) Review body

Bishop Grosseteste University

Longdales Road, LN1 1DY

Lincoln

LN1 1DY

Email

Michael.Hunt@bishopg.ac.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The Royal Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

BGU will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. Applicants who are unsuccessful shall be informed by BGU as soon as possible after the decision has been made as to the reasons why the applicant was unsuccessful. If an appeal regarding the award of the contract has not been successfully resolved, The Public Contracts Regulations 2015 (SI 2105 No 102) provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take legal action. Any such action must be brought within the applicable limitation period. Where a contract has not been entered, the Court may order the setting aside of the award decision or order for any document to be amended and may award damages, make a declaration of ineffectiveness, order for a fine to be paid, and/or order the duration of the contract be shortened. The purpose of the standstill period referred to above is to allow the parties to apply to the Courts to set aside the award decision before the contract is entered into.

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

The Royal Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

