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Tender

Media Planning and Buying Services

University of Sunderland

F02: Contract notice

Notice identifier: 2022/S 000-000990

Procurement identifier (OCID): ocds-h6vhtk-030a76

Published 13 January 2022, 11:03am

Section I: Contracting authority

I.1) Name and addresses

University of Sunderland

3rd Floor Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Contact

Andrea Brook

Email

tenders@sunderland.ac.uk

Country

United Kingdom

NUTS code

UKC23 - Sunderland

Internet address(es)

Main address

www.sunderland.ac.uk

I.3) Communication

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

<https://in-tendhost.co.uk/universityofsunderland.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofsunderland.aspx/Home>

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

Media Planning and Buying Services

Reference number

UoS/Media Planning and Buying/1021

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Sunderland and its subsidiaries would like to invite tenders to provide planning, sourcing and purchasing of media, using different media channels for its student recruitment and brand awareness campaigns and other advertising requirements, including B2B media buying. Working with the University of Sunderland and its subsidiaries commencing approximately April 2022, the tender is for a period of 3 years' with the option to extend for 2 years' in 12 monthly increments. The overall contract value is estimated at GBP £3 million over 5 years' (the maximum contract length) i.e. GBP £600,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award, and purchase some elements of local media directly where we have existing contracts.

II.1.5) Estimated total value

Value excluding VAT: £3,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland
- UKI4 - Inner London – East

Main site or place of performance

Sunderland, Tyne & Wear, North East of England, Canary Wharf, London, and Hong Kong

II.2.4) Description of the procurement

The University of Sunderland and its subsidiaries would like to invite tenders to provide planning, sourcing and purchasing of media, using different media channels for its student recruitment and brand awareness campaigns and other advertising requirements, including B2B media buying. Working with the University of Sunderland and its subsidiaries commencing approximately April 2022, the tender is for a period of 3 years' with the option to extend for 2 years' in annual increments. The overall contract value is estimated at GBP £3 million over 5 years' (the maximum contract length) i.e. GBP £600,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award, and purchase some elements of local media directly where we have existing contracts. Expressions of interest and tender documents are available via In-Tend <https://in-tendhost.co.uk/universityofsunderland/asp/HomeNote> closing date for return of tenders and documents is 12 noon - Monday 14th February 2022

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

Value excluding VAT: £3,000,000

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

Duration in months

60

This contract is subject to renewal

No

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: Yes

Identification of the project

Various Projects funded by EU or other

II.2.14) Additional information

Any commissions under this contract or framework maybe subject to external funding from bodies such as DfE, Arts Council, Heritage Lottery Fund, LEP, etc and the successful suppliers will be expected to work with the University on any funding applications where appropriate. This list of funding bodies is not exhaustive

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: Yes

IV.2) Administrative information

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

Date

14 February 2022

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: 14 June 2022

IV.2.7) Conditions for opening of tenders

Date

14 February 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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 Sunderland

3rd floor, Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Email

tenders@sunderland.ac.uk

Country

United Kingdom

Internet address

www.sunderland.ac.uk

VI.4.2) Body responsible for mediation procedures

University of Sunderland, Legal Services, 4th Floor, Edinburgh Building

Chester Road

Sunderland

SR1 3SD

Email

legal@sunderland.ac.uk

Country

United Kingdom

Internet address

www.sunderland.ac.uk

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

University of Sunderland, Legal Services, 4th Floor, Edinburgh Building

Chester Road

Sunderland

SR1 3SD

Email

legal@sunderland.ac.uk

Country

United Kingdom