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Tender

23/038 - Media Buying and Marketing Services

University of Portsmouth

F02: Contract notice

Notice identifier: 2024/S 000-001650

Procurement identifier (OCID): ocds-h6vhtk-042dfa

Published 17 January 2024, 3:58pm

Section I: Contracting authority

I.1) Name and addresses

University of Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

Email

procurement@port.ac.uk

Country

United Kingdom

NUTS code

UKJ31 - Portsmouth

Internet address(es)

Main address

https://in-tendhost.co.uk/port/aspx/Home

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

https://in-tendhost.co.uk/port/aspx/Home

Additional information can be obtained from the above-mentioned address

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

23/038 - Media Buying and Marketing Services

Reference number

23/TB/038

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 Portsmouth ('University') is inviting tenders from suitably qualified suppliers to provide marketing and media buying services to develop and implement marketing campaigns. The University's target date for award of contract is 18th March 2024 with service commencement following as soon as possible following the signing of contracts. The initial contract term will be for 2 years with possibility of extending the term by a further 2 years in increments to be agreed, subject to the agreement and performance of both parties. The form of contract used will be the University's standard terms for the supply of services. Full details of the requirements are in the tender pack.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

• UKJ31 - Portsmouth

Main site or place of performance

University of Portsmouth

II.2.4) Description of the procurement

The University of Portsmouth ('University') is inviting tenders from suitably qualified suppliers to provide marketing and media buying services to develop and implement marketing campaigns. The University's target date for award of contract is 29th March 2024 with service commencement following as soon as possible following the signing of contracts. The initial contract term will be for 2 years with possibility of extending the term by a further 2 years in increments to be agreed, subject to the agreement and performance of both parties. The form of contract used will be the University's standard terms for the supply of services. The University of Portsmouth Marketing, Advancement and Communications Department (MAC) consists of approximately 100 team members over 5 teams: Campaigns and Marketing (CAM), Brand and Corporate Communications (BACC), Alumni and Advancement (AAA), Media and Communications (Media), Web and Digital (W&D) and Recruitment and Outreach (RAO). The department serves 2,000 staff across five faculties and multiple professional services. The Department drives all recruitment activity, brand management and media relations. Over the last few years the

University has increased its campaign activity significantly, to support the drive to recruit students - undergraduate (UG) and postgraduate (PG) in a challenging and competitive environment. Our campaign activity includes an always on approach, with a series of call to actions across the 18 month recruitment cycle for undergraduates and 12 month cycle for postgraduates. We also run peaks in brand awareness activity to compliment the recruitment campaign. The CAM and BACC teams provide an in-house account management service for the wider University and act as the main point of contact with the media agency. The agency will be required to have direct meetings, planning and training sessions with wider members of the Department, but this will be facilitated and coordinated by the team. Full details of the requirements are under the Specification section of this ITT.

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

An initial contract term of 2 years with additional 2 years subject to agreement, up to a total contract term of 4 years in total.

II.2.10) Information about variants

Variants will be accepted: Yes

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.1.8) 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

19 February 2024

Local time

2:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

19 February 2024

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

University Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

Email

procurement@port.ac.uk

Telephone

+44 2392848484

Country

United Kingdom