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Tender

## **UCLan Provision of Media Buying**

The University of Central Lancashire

F02: Contract notice

Notice identifier: 2021/S 000-001797

Procurement identifier (OCID): ocds-h6vhtk-028e5b

Published 28 January 2021, 10:56pm

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

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

The University of Central Lancashire

Preston

##### **Email**

[etenders@uclan.ac.uk](mailto:etenders@uclan.ac.uk)

##### **Country**

United Kingdom

##### **NUTS code**

UKD - NORTH WEST (ENGLAND)

##### **Internet address(es)**

Main address

<https://esourcing.uclan.ac.uk>

#### **I.3) Communication**

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

<https://esourcing.uclan.ac.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://esourcing.uclan.ac.uk>

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

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## **Section II: Object**

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

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

UCLan Provision of Media Buying

#### **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 Central Lancashire (UCLan) is looking to appoint an experienced Media Buying Agency to manage and support the advertising and audience buying requirements for our wide and varied marketing activities.

The requirement is driven by a need and opportunity to raise our profile from among the mass of 'modern' universities located across the UK and improve our awareness amongst our wide and varied target audiences.

The core focus of UCLan's media buying is to drive the recruitment of students across our course portfolio. However, media buying will also be required for other areas of University from time to time including to enhance the reputation of the University and the various services it offers.

To meet the University's regional, national and international media planning and buying remit our supplier will need to provide wide-ranging expert media consultancy services and must be able to demonstrate knowledge and expertise in new and emerging digital channels as well

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

This contract is divided into lots: No

### **II.2) Description**

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

- 79341000 - Advertising services

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

NUTS codes

- UKD - NORTH WEST (ENGLAND)

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

The University of Central Lancashire (UCLan) is looking to appoint an experienced Media Buying Agency to manage and support the advertising and audience buying requirements for our wide and varied marketing activities.

The requirement is driven by a need and opportunity to raise our profile from among the mass of 'modern' universities located across the UK and improve our awareness amongst our wide and varied target audiences.

The core focus of UCLan's media buying is to drive the recruitment of students across our course portfolio. However, media buying will also be required for other areas of University from time to time including to enhance the reputation of the University and the various services it offers.

To meet the University's regional, national and international media planning and buying remit our supplier will need to provide wide-ranging expert media consultancy services and must be able to demonstrate knowledge and expertise in new and emerging digital channels as well as offline advertising.

#### **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

60

This contract is subject to renewal

Yes

Description of renewals

The contract is for a period of 3 years with an option to extend for a further 2 x 12 months.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The University has the option to extend the contract for 2 x 12 month periods after the initial 3 years.

#### **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 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

1 March 2021

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**

Duration in months: 3 (from the date stated for receipt of tender)

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

Date

1 March 2021

Local time

12:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: February 2026

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

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

University of Central Lancashire

Preston

PR1 2HE

Country

United Kingdom