

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/001903-2024>

Planning

## **PS106 - BCU Brand Awareness Market Engagement**

Birmingham City University

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-001903

Procurement identifier (OCID): ocds-h6vhtk-042e71

Published 19 January 2024, 12:07pm

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

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

Birmingham City University

Joseph Priestley Building, Cardigan Street

Birmingham

B4 7BD

#### **Contact**

Fatheha Begum

#### **Email**

[fatheha.begum@bcu.ac.uk](mailto:fatheha.begum@bcu.ac.uk)

#### **Telephone**

+44 1213317677

#### **Country**

United Kingdom

**Region code**

UKG31 - Birmingham

**Internet address(es)**

Main address

<https://www.bipsolutions.com>

Buyer's address

[www.bcu.ac.uk](http://www.bcu.ac.uk)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Other type

Higher Education

**I.5) Main activity**

Education

---

## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

PS106 - BCU Brand Awareness Market Engagement

#### II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Birmingham City University is looking at the possibility of undertaking a brand review in 2024. We would like to engage the market on 8 February 2024 to understand the best way to approach this. Come along to hear from the Marketing and Communications Director and Assistant Director Brand and Creative Marketing and book a 15-minute session to talk us through your approach to planning and undertaking a brand review and any recommendations or best practice. This is not a selection process or process that will result in an award. Information obtained as part of this exercise may inform requirements of a potential future procurement exercise.

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

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

- 79340000 - Advertising and marketing services

#### II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

Birmingham

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

Birmingham City University is looking at the possibility of undertaking a brand review in 2024. We would like to engage the market on 8 February 2024 to understand the best way to approach this. Come along to hear from the Marketing and Communications Director and Assistant Director Brand and Creative Marketing and book a 15-minute session to talk us through your approach to planning and undertaking a brand review and any recommendations or best practice. This is not a selection process or process that will result in an award. Information obtained as part of this exercise may inform requirements of a potential future procurement exercise.

#### **II.3) Estimated date of publication of contract notice**

19 January 2024

---

### **Section IV. Procedure**

#### **IV.1) Description**

##### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

---

## Section VI. Complementary information

### VI.3) Additional information

Birmingham City University is looking at the possibility of undertaking a brand review in 2024. We would like to engage the market on 8 February 2024 to understand the best way to approach this. Come along to hear from the Marketing and Communications Director and Assistant Director Brand and Creative Marketing and book a 15-minute session to talk us through your approach to planning and undertaking a brand review and any recommendations or best practice. Agenda: 10am – Welcome (tea and coffee) 10.15am – Presentation and Q&A - Joseph Devo and Nicola Vaughan 11-3pm – Bookable 15-minute sessions Location: STEAMhouse, Belmont Row, Birmingham B4 7RQ To confirm your place and book an individual session - please email [creative.services@bcu.ac.uk](mailto:creative.services@bcu.ac.uk). We can only accommodate two attendees per company.

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

<https://www.delta-esourcing.com/tenders/UK-UK-Birmingham:-Advertising-and-marketing-services./CNQXERWMK8>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/CNQXERWMK8>

GO Reference: GO-2024119-PRO-25007790