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Tender

## **Digital Advertising Services**

The University of Keele

F02: Contract notice

Notice identifier: 2025/S 000-001934

Procurement identifier (OCID): ocds-h6vhtk-04d4d2

Published 20 January 2025, 4:34pm

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

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

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University  
Science and Innovation Park

Keele, Staffordshire

ST5 5NB

#### **Contact**

Leanne Fryer

#### **Email**

[l.fryer@keele.ac.uk](mailto:l.fryer@keele.ac.uk)

#### **Telephone**

+44 1782733787

#### **Country**

United Kingdom

**Region code**

UKG24 - Staffordshire CC

**Companies House**

RC000655

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

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

**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**

Digital Advertising Services

Reference number

KU/644/LF/SM/2024

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Tenders are invited from interested parties for the provision of Digital Advertising Services at Keele University in accordance with the Tender Specification in Section 2 of the ITT.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,600,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UKG24 - Staffordshire CC

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

Tenders are invited from interested parties for the provision of Digital Advertising Services at Keele University in accordance with the Tender Specification in Section 2 of the ITT.

Main reasons for the decision not to sub-divide the contract into lots: Given the need for one Service Provider to co-ordinate the delivery of all of the services required, the contract has not been divided into lots.

The contract will run for an initial period of twenty-seven months from 1st July 2025 to 30th September 2027 with options to extend for a further two twelve-month periods, reviewed annually, with a final end date of 30th September 2029.

The estimated total value of the contract over its duration (including the extension options if these are taken up) is £1.6 million excluding VAT.

#### **II.2.5) Award criteria**

Quality criterion - Name: Strategic Digital Advertising / Weighting: 400 marks

Quality criterion - Name: Clearing Media Plan / Weighting: 300 marks

Price - Weighting: 300 marks

#### **II.2.6) Estimated value**

Value excluding VAT: £1,600,000

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

Start date

1 July 2025

End date

30 September 2027

This contract is subject to renewal

Yes

Description of renewals

Options to extend for two further periods of one year until 30/09/2029.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

The selection stage is the first stage of the procurement process and completed SQs will be assessed against the selection criteria to arrive at a short-list of Tenderers who will be invited to submit tenders at the second stage of the procurement process. It is intended that five Tenderers will be invited to submit tenders although the University reserves the right to change this number. In accordance with regulation 65(7) of the Public Contracts Regulations 2015 ("PCRs"), the University also reserves the right to only invite those Tenderers meeting the selection criteria even if this falls below the statutory minimum number of five.

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

Variants will be accepted: No

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

Options: Yes

Description of options

Options to extend for two further periods of one year until 30/09/2029.

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## **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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

The conditions for performance of the contract and technical specifications are as stated in the procurement documents.

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## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Restricted 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

20 February 2025

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

18 March 2025

#### **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: 4 (from the date stated for receipt of tender)

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## **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**

High Court of England and Wales

Royal Courts of Justice, Strand

London

WCA2 2LL

Telephone

+44 2079477882

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University  
Science and Innovation Park,

Keele, Staffordshire

ST5 5NB



Email

[I.fryer@keele.ac.uk](mailto:I.fryer@keele.ac.uk)

Telephone

+44 1782733787

Country

United Kingdom

Internet address

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

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Any review proceedings should be promptly brought to the attention of the Chief Financial Officer of the University at the address provided above and will be dealt with in accordance

with the requirements of the Public Contracts Regulations 2015 ('PCRs 2015'). Any review proceedings must be brought within the timescales specified by the applicable law, including, without limitation, the PCRs 2015. In accordance with the PCRs 2015, the

University will incorporate a minimum 10-calendar day standstill period from the date information on the award of the contract is communicated to tenderers.

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

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University  
Science and Innovation Park,

Keele, Staffordshire

ST5 5NB

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