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Tender

Media Agency to support Bournemouth University's UK and Overseas Student Recruitment Campaign

Bournemouth University Higher Education Corporation

F02: Contract notice

Notice identifier: 2024/S 000-004504

Procurement identifier (OCID): ocids-h6vhtk-043902

Published 9 February 2024, 4:15pm

Section I: Contracting authority

I.1) Name and addresses

Bournemouth University Higher Education Corporation

Poole House, Talbot Campus, Fern Barrow

Poole

BH12 5BB

Contact

Tanya Carter

Email

procurement@bournemouth.ac.uk

Country

United Kingdom

NUTS code

UKK24 - Bournemouth, Christchurch and Poole

Internet address(es)

Main address

<https://in-tendhost.co.uk/bournemouthuniversity>

I.3) Communication

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

<https://in-tendhost.co.uk/bournemouthuniversity>

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

Media Agency to support Bournemouth University's UK and Overseas Student Recruitment Campaign

Reference number

PS/TC/179

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The aim of this procurement process is to successfully appoint a media agency partner to fully manage multi-channel undergraduate and postgraduate student recruitment campaigns to raise the profile of the University and to meet our UK and international student recruitment targets over the next 3 years (July 2024 to September 2027). This includes media buying and advertising for both online and offline media for the UK and international markets, creative and copywriting support.

II.1.5) Estimated total value

Value excluding VAT: £1,516,667

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

- UKK24 - Bournemouth, Christchurch and Poole

II.2.4) Description of the procurement

The aim of this procurement process is to successfully appoint a media agency partner to fully manage multi-channel undergraduate and postgraduate student recruitment campaigns to raise the profile of the University and to meet our UK and international student recruitment targets over the next 3 years (July 2024 to September 2027). This includes media buying and advertising for both online and offline media for the UK and international markets, creative and copywriting support.

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

Start date

14 July 2024

End date

30 September 2027

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: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Requirements are as per uploaded Documents

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

Restricted 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

11 March 2024

Local time

12:00pm

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

15 March 2024

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

English

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

Bournemouth University Higher Education Corporation

Poole

BH12 5BB

Email

Procurement@Bournemouth.ac.uk

Country

United Kingdom

Internet address

<https://in-tendhost.co.uk/bournemouthuniversity>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

As detailed in the uploaded document set