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Tender

## **PR/Communication Agencies for the University of Warwick**

University of Warwick

F02: Contract notice

Notice identifier: 2023/S 000-004657

Procurement identifier (OCID): ocids-h6vhtk-03a5e3

Published 15 February 2023, 1:41pm

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

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

University of Warwick

Argent Court, Sir William Lyons Road, The Science Park

Coventry

#### **Contact**

Hardeep Khatkar

#### **Email**

[hardeep.khatkar@warwick.ac.uk](mailto:hardeep.khatkar@warwick.ac.uk)

#### **Telephone**

+44 2476124349

#### **Country**

United Kingdom

**NUTS code**

UKG33 - Coventry

**Internet address(es)**

Main address

<https://warwick.ac.uk/insite/>

Buyer's address

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

**I.3) Communication**

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

<https://in-tendhost.co.uk/universityofwarwick.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

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

PR/Communication Agencies for the University of Warwick

Reference number

HK-01-2023-MIC-PRAGENCIES-NF

**II.1.2) Main CPV code**

- 79416000 - Public relations services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The UoW has a requirement to establish a framework agreement with multiple PR Agencies with expertise to support integrated projects, specialist projects, and with the expertise to offer strategic counsel and deliver campaigns across the institution. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with the procurement legislation.

**II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

**II.2) Description****II.2.1) Title**

LOT 1 – Strategic Support and Delivery

Lot No

1

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

- 79416000 - Public relations services
- 79342100 - Direct marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 79413000 - Marketing management consultancy services
- 79416100 - Public relations management services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKG33 - Coventry

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

We are looking for agencies with the expertise to support integrated projects, specialist projects and with the expertise to offer strategic counsel and deliver campaigns. • Provide strategic advice, and counsel on raising the profile of the institution through effective communications and messaging, including media relations, internal communications, campaigns and social media. • Providing guidance and insights into industry best practices through in-house agency experts. • Experience in providing strategic advice and delivery for stakeholder engagement communications. • Planning and delivering high-impact campaigns which raise awareness and build support for specific strategic programmes with key audiences. • Ability to deliver high-quality content across channels, in an integrated, audience-focused way in support of specific campaigns. • Providing ad-hoc press office, social media and internal communications support as and when required. • Work as an extension of the corporate communications team as and when required. • Write press releases and sell stories to national and specialist media. • Provide briefings and materials ahead of interviews of key announcements. • Help organise and run press events/press conferences. • Run media reputational audits and analysis – driving media insight. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal

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### **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

24 April 2023

End date

24 April 2026

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of 3 years with an option to extend for up to a further 2 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

If the Supplier wishes to offer more than one solution to the services requirement, this should be contained within the response to Part 2 –Services Requirement document, with the options clearly marked. All requested information should be detailed clearly for each option offered.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

## LOT 2 - Reputation management/crisis management

Lot No

2

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

- 79416000 - Public relations services
- 79342100 - Direct marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79416100 - Public relations management services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416200 - Public relations consultancy services

### II.2.3) Place of performance

NUTS codes

- UKG33 - Coventry

### II.2.4) Description of the procurement

The University of Warwick has a requirement for specialist PR agencies with experience in managing crisis issues and reputational risks, including crisis comms planning and best practice. • Providing support on crisis communications issues and incidents as and when needed. • Providing strategic counsel and expertise in managing reputational risks. • Support on planning effectively for such events. • Support in responding to crisis situations through effective media relations, social and internal comms. • Monitoring and analysing during a crisis, providing regular summaries and insights. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with

the procurement legislation.

### **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

24 April 2023

End date

24 April 2026

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of 3 year(s) with an option to extend for up to a further 2 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

If the Supplier wishes to offer more than one solution to the services requirement, this should be contained within the response to Part 2 –Services Requirement document, with the options clearly marked. All requested information should be detailed clearly for each option offered.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

LOT 3 – Social Media Support and Strategic Counsel

Lot No

3

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

- 79416000 - Public relations services
- 79342100 - Direct marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79416100 - Public relations management services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKG33 - Coventry

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

The University of Warwick has a requirement for an agency/ies to provide the following:• Strategic support, guidance and advice on strengthening our approach and content. • Planning and delivering digital content and collateral as and when required. • Planning, shooting and editing – video and images for our channels with expert knowledge of what will work most effectively, and on which channels. • Planning and delivering content creation – design, photography, video, copy. • Expert knowledge of influencers, their value and how to work effectively with them. • Programme support – planning and delivering social media-focused programs. • Data analysis (content performance, channel performance, audience perception, themes and keywords) • Monitoring and reporting effectively across social channels. • Expertise and knowledge of podcasts, from design to delivery. • Training and support to upskill the team on social media. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal



(<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with the procurement legislation.

### **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

26 April 2023

End date

26 April 2026

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of 3 years with an option to extend for up to a further 2 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

If the Supplier wishes to offer more than one solution to the services requirement, this should be contained within the response to Part 2 –Services Requirement document, with

the options clearly marked. All requested information should be detailed clearly for each option offered.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

LOT 4 – Media Tools and Platform

Lot No

4

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

- 79416000 - Public relations services
- 79342100 - Direct marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79416100 - Public relations management services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKG33 - Coventry

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

The University of Warwick has a requirement for an agency/ies to provide the following:• Daily media monitoring reports of national, international, specialist and local media coverage. • Bespoke reports on performance based on metrics such as favourability, reach, relevance and prominence. • Benchmarking against key competitors through

analysing coverage. • Journalist database • Media enquiry logging • Social media monitoring and analysis tools In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with the procurement legislation.

### **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

24 April 2023

End date

24 April 2026

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of 3 years with an option to extend for up to a further 2 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

If the Supplier wishes to offer more than one solution to the services requirement, this should be contained within the response to Part 2 –Services Requirement document, with the options clearly marked. All requested information should be detailed clearly for each option offered.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

LOT 5 – Internal Communications and Platforms

Lot No

5

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

- 79416000 - Public relations services
- 79342100 - Direct marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79416100 - Public relations management services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKG33 - Coventry

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

The University of Warwick has a requirement for an agency/ies to provide the following:•

Provide strategic support for creating a strong people culture with clear visions and values. • Devise and deliver content (copy, video, events, toolkits) that support our employer brand and builds engagement. • Strategic support and insights to strengthen content, tone and channel mix. • Plan and deliver colleague campaigns – targeted at different internal audiences – on and off-line. • Audience focused content that delivers against the corporate communications strategy. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with the procurement legislation.

#### **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

24 April 2023

End date

24 April 2026

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of 3 years with an option to extend for up to a further 2 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

If the Supplier wishes to offer more than one solution to the services requirement, this should be contained within the response to Part 2 –Services Requirement document, with the options clearly marked. All requested information should be detailed clearly for each option offered.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

LOT 6 – Media Training

Lot No

6

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

- 79416000 - Public relations services
- 79342100 - Direct marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79416100 - Public relations management services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKG33 - Coventry

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

The University of Warwick has a requirement for an agency/ies to provide the following:

- Provide high-quality media training to the executive team and senior leaders, building skills, confidence and capability.
- Provide media training for academics as part of our talent programme, 2-3 times a year.
- Support as and when needed in terms of crisis communications and any quick-fire support which may be required.

In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>). The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with the procurement legislation.

## **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

24 April 2023

End date

24 April 2026

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of 3 years with an option to extend for up to a further 2 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

If the Supplier wishes to offer more than one solution to the services requirement, this should be contained within the response to Part 2 –Services Requirement document, with the options clearly marked. All requested information should be detailed clearly for each option offered.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

LOT 7 – Marketing/PR Agencies – Commercial/regional/sector specific

Lot No

7

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

- 79416000 - Public relations services
- 79342100 - Direct marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79416100 - Public relations management services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416200 - Public relations consultancy services

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

NUTS codes



- UKG33 - Coventry

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

The University of Warwick has a requirement for a provider to directly support the commercial, business or consumer-focused teams at Warwick. This includes the Warwick Arts Centre, Warwick Conferences, Warwick Sports & Wellness Hub, the Innovation District, WMG business projects and the Institute for Engagement. In this lot, selected agency/ies will support the promotion of our campus businesses and other teams to build brand and profile, drive interest and engagement and support integrated marketing communications projects and campaigns to regional or specific sector target audiences - B2B and B2C/hospitality/leisure/arts/innovation/West Midlands

- Reputation management - Optimise the existing and established reputation of these businesses/business activities in the marketplace, whilst always protecting integrity.
- Support the marketing function of the businesses to improve stakeholder perceptions of the organisation that lead to brand, reputation and sales; develop proactive ideas and opportunities to promote products, services and themes of the business relevant to the audience (sustainability for example).
- Relationship management - Work with the marketing strategy to improve communication with stakeholders and enhance customer interest, loyalty and advocacy.
- Identify relevant PR, partnership, influencer and marketing opportunities within the businesses and the wider marketplace to create relevant content and amplify the brand, products and services
- Create engaging stories relevant to the company and its products that are written to entice the target audiences and wider industry. These are then to be circulated to relevant journalists and influencers.
- Preparing effective content for online channels in the form of videos, blogs, testimonials, and social media content.
- Building thought-leadership content and commentary with an issues-led focus.
- Liaise with media, influencers, affiliates, or communities appropriate to the business' KPIs and Sales and Marketing Strategy.
- Establishing industry connections and agreeing on initial arrangements for relevant networking/content-led events topical to products and services.

For example:

- For Warwick Conferences, hold an in-depth understanding and knowledge of the MICE industry on a national scale and make themselves aware of and to the major trade ambassadors that operate in the marketplace. Creation of lead generation activity.
- For Warwick Sport, focus on a proactive sales-driven strategy to drive footfall for the facilities to include integrated campaigns and quick lead-generating PR wins. In order to express interest in this opportunity please go to the University of Warwick In-Tend supplier portal (<https://in-tendhost.co.uk/universityofwarwick>).The University of Warwick is not a contracting authority for the purposes of the Public Contracts Regulations 2015 (as amended) and its procurement activities are not subject to the Public Contracts Regulations 2015 or the obligations under the European Public Procurement Directives, including the European Remedies Directive. Advertisement of any contract in the Official Journal of the European Union or Contracts Finder is at the sole discretion of the University and is undertaken on a voluntary basis with no implied obligation to comply with the procurement legislation.

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

Start date

24 April 2023

End date

24 April 2026

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of 3 years with an option to extend for up to a further 2 years.

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

Variants will be accepted: Yes

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

Options: Yes

Description of options

If the Supplier wishes to offer more than one solution to the services requirement, this should be contained within the response to Part 2 –Services Requirement document, with the options clearly marked. All requested information should be detailed clearly for each option offered.

### **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 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

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## **Section IV. Procedure**

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

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

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 21

In the case of framework agreements, provide justification for any duration exceeding 4 years:

N/A

#### **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

8 March 2023

Local time

12:00pm

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

English

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

Date

8 March 2023

Local time

12:00pm

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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**

Legal Department

Coventry

Country

United Kingdom

