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Tender

## **Advertising Services**

UNIVERSITY OF SOUTHAMPTON

F02: Contract notice

Notice identifier: 2023/S 000-005203

Procurement identifier (OCID): ocds-h6vhtk-03a745

Published 21 February 2023, 3:26pm

The closing date and time has been changed to:

**27 March 2023, 12:00pm**

See the [change notice](#).

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

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

UNIVERSITY OF SOUTHAMPTON

HIGHFIELD CAMPUS,UNIVERSITY ROAD

SOUTHAMPTON

SO171BJ

#### **Contact**

George-Oliver Poole

#### **Email**

[procurement@soton.ac.uk](mailto:procurement@soton.ac.uk)

**Telephone**

+44 2380595000

**Country**

United Kingdom

**Region code**

UKJ32 - Southampton

**UNIVERSITY OF SOUTHAMPTON**

RC000668

**Internet address(es)**

Main address

<http://www.southampton.ac.uk>

Buyer's address

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

**I.3) Communication**

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

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

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/universityofsouthampton>

**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**

Advertising Services

Reference number

2022UoS-0438

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

- 79341000 - Advertising services

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

Services

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

The purpose of this contract is for an advertising agency to provide the University of Southampton with media buying that will include purchasing media space, and liaising with media partners, reporting on impact of services and media placement, and in-sector insights with the agency striving to give Southampton a competitive edge and providing the best possible outcomes for campaigns whilst providing value for money. Paid Search is managed in house through the university's digital performance analysis team, but we would expect to align our goals and conversion strategy with this team to maximize our market impact.

The Agency shall be capable of providing excellent customer service including strategic and implementation advice and be willing and capable of working in partnership with other agencies and specialists to deliver the media buying aspect of fully integrated campaigns for the University of Southampton.

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

Value excluding VAT: £8,400,000

#### **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

- UKJ32 - Southampton

Main site or place of performance

It is anticipated that the majority of work will take place at the suppliers premises. However the contract will require the successful supplier to attend the a University of Southampton campus on a regular basis, to facilitate the delivery of the specification, e.g; contract management meetings and strategic planning meetings.

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

This procurement process is being conducted as a Restricted procedure; consisting of both Selection and Invitation to Tender stages.

Stage 1 - Selection Stage: An overall pass mark of 50 % shall apply to this stage. The intention is to arrive at a shortlist of a maximum of five qualified potential suppliers for formal invitation to tender. The maximum number of qualified potential suppliers will be based on the top five scores achieved. Where more than the maximum number of potential suppliers have achieved a top five score (i.e. a tie), all of those potential suppliers will be invited to the Invitation to Tender stage.

Stage 2 - Invitation to Tender (ITT) stage - A maximum of 5 qualified tenderers will be invited to submit formal tenders at this stage

Contract Term: The University proposes to enter into a Contract for seven years this will be the maximum contract period, including any potential extensions with the Potential Supplier.

This will comprise of an initial contract period of three years with an option to extend by a further two years + two years subject to satisfactory performance and at the discretion of the University.

Contract Value: The estimated value of the initial 3-year contract term is in the region of

£850,000-£1,200,000 GBP Per Annum (excluding VAT).

The estimated value of the 4-year extension period is £850,000-£1,200,000 GBP Per Annum excluding VAT).

It is estimated, therefore, that the total value of this contract will be between £5,950,000 and £8,400,000 GBP (excluding VAT).

All figures are inclusive of media spend and supplier fees. Details of current expenditure or potential future uptake are given as a guide based on past purchasing and current planning to assist you in the preparation of your response. They should not be interpreted as an undertaking to purchase any goods or services to any particular value and do not form part of the Contract.

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

Quality criterion - Name: 1. Key Personnel / Weighting: 10%

Quality criterion - Name: 2. Consultancy, advice and guidance / Weighting: 10%

Quality criterion - Name: 3. Campaign planning and media buying / Weighting: 10%

Quality criterion - Name: 4. Reporting and Benchmarking / Weighting: 10%

Quality criterion - Name: 5. Media Mistakes / Weighting: 10%

Quality criterion - Name: 6.1 Exit Management Plan / Weighting: 0%

Quality criterion - Name: 6.2 Contract Takeover Plan / Weighting: 0%

Quality criterion - Name: 7.1 Presentations mock brief Response / Weighting: 15%

Quality criterion - Name: 7.2 Presentations response to quality requirements / Weighting: 15%

Cost criterion - Name: Management fee (%) / Weighting: 20%

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

Value excluding VAT: £8,400,000

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

Duration in months

84

This contract is subject to renewal

Yes

Description of renewals

This contract is subject to renewal at the discretion of the university the end of this contract period.

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

Variants will be accepted: No

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

Options: No

### **II.2.14) Additional information**

This contract is NOT suitable for splitting into lots. The risk of dividing the requirement into Lots would render the execution of the contract excessively technically difficult, not cost effective and would undermine proper execution of the contract.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

The selection criteria is as stated in the Selection Stage document set.

To support the financial assessment, the University will obtain a Business Risk Report for all Potential Suppliers and every organisation that is being relied on to meet this procurement, using an independent company called Creditsafe.

The University reserves the right to exclude a Tenderer or request provision of further assurances such as parent company/bank guarantee or performance bonds where a Tenderer's Business Risk Score is: "Moderate Risk"; "High Risk"; "Very High Risk"; or "Not Rated", based on the rating provided by Creditsafe.

Where a Business Risk Score from our external system is not available, then an alternative method of assessing financial standing will be used. This method is detailed within the Invitation to Tender document set.

Minimum level(s) of standards possibly required

Potential suppliers are advised that a requirement of this procurement is to have in place, or commit to obtain prior to the commencement of the contract, the following minimum insurance levels:

Employers Liability: £5 million GBP per occurrence.

Public Liability: £5 million GBP per occurrence.

Professional Indemnity Insurance: £5 million GBP per occurrence.

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

The selection criteria is as stated in the Selection Stage document set

However, potential suppliers' attention is drawn to the MANDATORY requirements of the selection criteria:

e.g.

- Grounds for mandatory exclusion
- Grounds for discretionary exclusion
- Economic & Financial Standing
- Insurance
- Compliance with equality legislation
- Health & Safety

Additionally, potential suppliers' attention is drawn to the MANDATORY requirements of the award criteria. Full information is provided in the draft Invitation to Tender document set, which is made available at the Selection Stage for information.

e.g.

- Legal requirements - Specification section 20
- Management Information - Specification section 23
- Advertising, competitive activity & registration - Specification Section 24, 25 & 26 Control of Contractors Health & Safety (CC3) Form

The following questions will be evaluated according to the scoring methodology detailed in File 2 of the selection stage documents. Their weightings are also detailed below with a minimum pass mark of 50%.

Section 6.4.1 Digital Advertising 20%

Section 6.4.2 Print and Out of Home (OOH) 10%

Section 6.4.3 International Advertising 15%

Section 6.4.4 TV Advertising 10%

Section 6.4.5 Brand Safety 10%

Section 6.4.6 Media Mistakes 10%

Section 6.4.7 Stand-Out Campaign 20%

Section 6.4.8 Data Protection 5%

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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**

Originally published as:

Date

23 March 2023

Local time

12:00pm

Changed to:

Date

27 March 2023

Local time

12:00pm

See the [change notice](#).

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

12 April 2023

**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: 5 (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: Yes

Estimated timing for further notices to be published: This is likely to be re-procured in 7 years.

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic payment will be used

### **VI.3) Additional information**

E-Tendering Portal: The University is utilising an electronic tendering tool, In-Tend (<https://intendhost.co.uk/> universityofsouthampton) to manage this procurement and to communicate with potential suppliers and/or tenderers (as appropriate).

All documentation in relation to this tender can be downloaded from In-Tend.

Potential suppliers/tenderers are advised that there will be no hard copy documents issued and all communications with the University, including the submission of Selection Stage and/or Invitation to Tender responses will be conducted via In-Tend.

Regular monitoring of the portal is the responsibility of the potential supplier/tenderer.

If you are not already registered as a supplier with the University of Southampton, you will need to register in In-Tend in order to access the procurement documentation.

Once you have logged in as a supplier: click on 'Tenders'; locate the relevant project; and click 'View Details'. Once you are in the project screen, you will be able to register your organisation against the project and access all documentation by clicking 'Express Interest'.

Potential suppliers/tenderers are advised that formal expressions of interest in the project must be by way of completion and return of the relevant documents via In-Tend.

Further instructions for the submission of responses are below:

To submit your return:

1. Log in
2. Click 'Tenders'
3. Locate the relevant project
4. View details
5. Click on the tab relating to the relevant project stage (e.g. 'Invitation to Tender')
6. Click on the 'Attach Documents' button and upload your return.
7. Check ALL your response documents are uploaded and displayed in the 'My Tender Return' panel. The system will only permit your organisation to make one return.
8. Click the red 'Submit Return' button.

Please note, to preserve the integrity of the procurement, all communications with the University must be made via the correspondence function within In-Tend.

Publication of Award Details: In accordance with Regulation 50, paragraph (2) of the Public Contracts Regulations 2015 and subject to Article 5 and Annex 5, Part D (13) of Directive 2014/24/EU of the European Parliament and of the Council (if applicable), the University intends to publish the value of any resulting contract at the award stage, and reserves the right to do so. By submitting a response, potential suppliers/tenderers are consenting to publication of this information unless otherwise agreed in advance with the University.

Costs and Expenses: Potential suppliers/tenderers are solely responsible for their costs and expenses incurred in connection with the preparation and submission of responses and participation in this and all future stages of this procurement. Under no circumstances will the University be liable for any costs or expenses borne by potential suppliers/tenderers or any of their supply chain, partners or advisers in this procurement process.

The University is not liable for any costs in the event of the cancellation of this procurement process.

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

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

University of Southampton

University Road

Southampton

SO17 1BJ

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[procurement@soton.ac.uk](mailto:procurement@soton.ac.uk)

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