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Tender

## **PS095 Media Buying Design and Digital Services Framework Agreement**

Birmingham City University

F02: Contract notice

Notice identifier: 2023/S 000-006595

Procurement identifier (OCID): ocds-h6vhtk-03aeb8

Published 7 March 2023, 2:05pm

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

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

Birmingham City University

Joseph Priestley Building, Cardigan Street

Birmingham

B4 7BD

#### **Contact**

Alison Atkinson

#### **Email**

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

#### **Telephone**

+44 01213317677

#### **Country**

United Kingdom

**Region code**

UKG31 - Birmingham

**Internet address(es)**

Main address

<https://www.delta-escourcing.com/delta>

Buyer's address

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

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.delta-escourcing.com/delta>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-escourcing.com/delta>

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**

PS095 Media Buying Design and Digital Services Framework Agreement

Reference number

Ref: PS095

#### **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 (BCU) is looking to work with several design suppliers and an outdoor media buyer to support their undergraduate, postgraduate and international recruitment marketing. To reflect the wide-ranging nature of this work, the procurement process has been broken down into two separate lots:

Lot 1: Media Buying – Outdoor Media

Lot 2: Creative Services – Design Services

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

Value excluding VAT: £6,796,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Refer to tender documents

## **II.2) Description**

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

Lot 1: Media Buying – Outdoor Media

Lot No

2 Lots

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

- 79342000 - Marketing services
  - JA09 - Multimedia

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

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

Birmingham

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

The University wishes to work with a single specialist outdoor media supplier to respond to specific tactical requirements. Further information can be found in the tender documents.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Value excluding VAT: £4,000,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The Framework will last for the period of 2 years with, an option to extend for a further period of 12 months and an additional 12 months thereafter - a total extension period of 24 months and a total possible framework period of 48 months.

#### **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: Yes

Identification of the project

This tender may be part funded by the European Regional Development Fund

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

Refer to the tender documents

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

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

Lot 2 - Creative Services - Design Services

Lot No

Lot 2

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

- 79342000 - 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 (BCU) is looking to work with several design suppliers and an outdoor media buyer to support their undergraduate, postgraduate and international recruitment marketing.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Value excluding VAT: £100,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Media Buying Design and Digital Services Framework Agreement for the period of 2 years with, an option to extend for a further period of 12 months and an additional 12 months thereafter - a total extension period of 24 months and a total possible Framework period of 48 months.

### **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: Yes

Identification of the project

This tender may be part funded by the European Regional Development Fund

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

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/66SHXXV6NQ>

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### **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

Refer to tender 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

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

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

Refer to tender 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

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2019/S 027-060398](#)

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

14 April 2023

Local time

12:00pm

#### **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**

Tender must be valid until: 31 July 2023

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

Date



14 April 2023

Local time

12:00pm

Place

<https://www.delta-escourcing.com/delta>

Information about authorised persons and opening procedure

Procurement will witness the opening ceremony using the delta portal

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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: 2 - 4 years

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

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement. Refer to the tender documents

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./66SHXXV6NQ>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/66SHXXV6NQ>

GO Reference: GO-202337-PRO-22275311

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

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

Birmingham City University

<https://www.bcu.ac.uk/>, 15 Bartholomew Row, Birmingham

Birmingham

B5 5JU

Email

[alison.atkinson@bcu.ac.uk](mailto:alison.atkinson@bcu.ac.uk)

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