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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

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

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

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>

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

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

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

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