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Tender

Strategic Planning and Media Buying - Full Agency Service

Birmingham City University

F02: Contract notice

Notice identifier: 2025/S 000-006658

Procurement identifier (OCID): ocds-h6vhtk-04e643

Published 21 February 2025, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

Birmingham City University

Joseph Priestley Building, Cardigan Street, B5 5JU

Birmingham

B4 7BD

Contact

Claire Donnelly

Email

claire.donnelly@bcu.ac.uk

Telephone

+44 1213317677

Country

United Kingdom

Region code

UKG31 - Birmingham

Internet address(es)

Main address

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

Buyer's address

<https://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

Strategic Planning and Media Buying - Full Agency Service

Reference number

PS 114

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 is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, Cinema, Radio, Online(including SEM, Programmatic, DAX, GDN, Native),Social Media (including Instagram, Tiktok, Snapchat, Facebook and X) and Education Channels

(including UCAS, WhatUni, The Student Room, IDP Connect).

II.1.5) Estimated total value

Value excluding VAT: £9,000,000

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

- UKG31 - Birmingham

Main site or place of performance

Birmingham

II.2.4) Description of the procurement

Birmingham City University is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, Cinema, Radio, Online(including SEM, Programmatic, DAX, GDN, Native),Social Media (including Instagram, Tiktok, Snapchat, Facebook and X) and Education Channels(including UCAS, WhatUni, The Student Room, IDP Connect).

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: £9,000,000

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The initial contract term is for 3 years with the option to extend for an additional 2 years

renewable annually and subject to review and performance.

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

ERDF

II.2.14) Additional information

Though not currently, there is a slight possibility that ERDF sourced funding may be used for this contract.

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 ITT 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 ITT documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open 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.2.1) Previous publication concerning this procedure

Notice number: [2020/S 048-114840](#)

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

Date

24 March 2025

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

31 March 2025

Local time

12:00pm

Place

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

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Minimum 3 years, maximum 5 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.

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./68G93XUGET>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/68G93XUGET>

GO Reference: GO-2025221-PRO-29523893

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Birmingham City University

6 Cardigan Street

Birmingham

B4 7BD

Telephone

+44 1213315000

Country

United Kingdom

Internet address

<https://bcu.ac.uk>