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Tender

## **Communications and Campaigns Framework**

Leeds Beckett University

F02: Contract notice

Notice identifier: 2023/S 000-008267

Procurement identifier (OCID): ocds-h6vhtk-03b4f1

Published 22 March 2023, 10:05am

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

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

Leeds Beckett University

C Building, Portland Way

Leeds

LS1 3HE

#### **Contact**

Russell Brewood

#### **Email**

[r.brewood@leedsbeckett.ac.uk](mailto:r.brewood@leedsbeckett.ac.uk)

#### **Telephone**

+44 1138124634

#### **Country**

United Kingdom

**Region code**

UKE42 - Leeds

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-Leeds:-Public-relations-services./2628TUT2BG>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-UK-Leeds:-Monitoring-and-control-services./Y9FE8UW84T>

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**

Communications and Campaigns Framework

Reference number

RB687

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

- 79416000 - Public relations services

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

Services

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

This tender is for communications and campaigns. This may include;

- insight gathering and analysis;
- campaign strategy development, planning, delivery and evaluation;
- content development and production, including copywriting, creating social and digital content, and other campaign assets;
- media relations; and
- public affairs.

We wish to appoint specialist providers who can offer in-house (not-outsourced) expertise across the range of communications and campaigns disciplines and deliverables as set out above.

We estimate that we will spend between £5,000-£50,000 per annum across all lots, however the University does not guarantee this or any level of spend.

The framework will be split into five lots as follows:

- Lot 1 – campaigns and projects

- Lot 2 – crisis management
- Lot 3 – content creation and copywriting
- Lot 4 – public affairs
- Lot 5 – media training

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

Value excluding VAT: £200,000

### **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**

Campaigns and Projects

Lot No

1

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

- 79416000 - Public relations services

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

Contractors on this lot will be expected to provide specialist support on a range of campaigns and projects. This could include PR, media relations and public affairs;

campaign strategy, development and management; and content creation for a wide range of channels including podcasts, digital and social media. Work could range from leading campaigns on behalf of the university, to contributing to elements of campaigns alongside the university and other partners; and may be focused on the areas of expertise in our academic schools.

#### **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: £50,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 year initial framework followed by 2 years possible extension

#### **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: No

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

To respond to this opportunity please click here: <https://neupc.delta->

[esourcing.com/respond/2628TUT2BG](https://esourcing.com/respond/2628TUT2BG)

## **II.2) Description**

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

Crisis Management

Lot No

2

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

- 79416000 - Public relations services

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

Contractors on this lot will have a proven specialism in handling crisis and reputational communications. They will use their established expertise and draw on insight and intelligence to advise the university on live strategies to manage media and other key parties. This could include directly managing media requests, running a media response function, coordinating stakeholder communications, and providing out-of-hours cover on behalf of the university.

### **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: £40,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 + 2 year extension

### **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: No

## **II.2) Description**

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

Content Creation and Copywriting

Lot No

3

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

- 79416000 - Public relations services

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

Contractors on this lot will be expected to develop and deliver content for web, digital and social media; internal, external and student audiences; and other communications channels as required. This will include gathering and writing content about the institution, through interviews, research, briefings and other routes, taking often complex academic research and producing content for wider audience understanding.

#### **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: £40,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 + 2 year extension

#### **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: No

## **II.2) Description**

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

Public Affairs

Lot No

4

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

- 79416000 - Public relations services

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

Contractors on this lot will provide public affairs expertise to help the university secure relationships and positioning in support of their strategic ambitions, using a range of evidenced approaches and techniques. This work could include local, regional, national and international engagement, through a variety of sectors and networks.

### **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: £40,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 + 2 Year extension

### **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: No

## **II.2) Description**

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

Media Training

Lot No

5

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

- 79416000 - Public relations services

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

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

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

Contractors on this lot will provide expertise to help the university prepare spokespeople for radio, television and print interviews ensuring they can communicate with clarity and confidence and have an understanding of what the media and journalists are looking for. This work could include local, regional, national and international audiences.

#### **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: £40,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 + 2 year extension

#### **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: No

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

Date

28 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**

Duration in months: 6 (from the date stated for receipt of tender)

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

Date

28 April 2023

Local time

12:00pm

Place

Leeds

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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: 4 years

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

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://neupc.delta-esourcing.com/tenders/UK-UK-Leeds:-Public-relations-services./2628TUT2BG>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/2628TUT2BG>

GO Reference: GO-2023322-PRO-22371656

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

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

Leeds Beckett University

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Leeds

LS1 3HE

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