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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

Telephone

+44 1138124634

Country

United Kingdom

Region code

UKE42 - Leeds

Internet address(es)

Main address

www.leedsbeckett.ac.uk

Buyer's address

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

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>

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

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:

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GO Reference: GO-2023322-PRO-22371656

VI.4) Procedures for review

VI.4.1) Review body

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Country

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