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Tender

## **Media Planning and Buying Services**

University of Bath

F02: Contract notice

Notice identifier: 2024/S 000-008326

Procurement identifier (OCID): ocds-h6vhtk-0448f0

Published 15 March 2024, 10:05am

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

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

University of Bath

University of Bath, University of Bath

Bath

BA2 7AY

#### **Contact**

Liam Kilawee

#### **Email**

[l.kilawee@bath.ac.uk](mailto:l.kilawee@bath.ac.uk)

#### **Telephone**

+44 1225385634

#### **Country**

United Kingdom

**Region code**

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

**National registration number**

United Kingdom

**Internet address(es)**

Main address

<https://www.bath.ac.uk/legal-information/trading-with-the-university-of-bath/>

Buyer's address

<https://www.bath.ac.uk/legal-information/trading-with-the-university-of-bath/>

**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-Bath:-Marketing-management-consultancy-services./WP7V47H3G4>

Additional information can be obtained from the above-mentioned address

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**

Media Planning and Buying Services

Reference number

UOB/Proc/1270

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

- 79413000 - Marketing management consultancy services

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

Services

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

The University of Bath is looking to appoint an agency of record to manage media planning and buying in support of its student recruitment strategies and marketing activity plans. The scope of services provided by the agency should include:

Media strategy and planning

Media buying

Monitoring, reporting and evaluation

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

Value excluding VAT: £1,400,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Main site or place of performance

Bath and North East Somerset, North Somerset and South Gloucestershire

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

The University of Bath is looking to appoint an agency of record to manage media planning and buying in support of its student recruitment strategies and marketing activity plans. The scope of services provided by the agency should include:

Media strategy and planning

Media buying

Monitoring, reporting and evaluation

#### **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: £1,200,000

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

Duration in months

48

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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

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## **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: [2024/S 259-140324](#)

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

Date

15 April 2024

Local time

2:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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

Date

15 April 2024

Local time

2:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

<https://www.delta-esourcing.com/tenders/UK-UK-Bath:-Marketing-management-consultancy-services./WP7V47H3G4>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/WP7V47H3G4>

GO Reference: GO-2024315-PRO-25513604

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

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

University of Bath

Finance & Procurement Services, University of Bath

Bath

BA2 7AY

Email

[I.kilawee@bath.ac.uk](mailto:I.kilawee@bath.ac.uk)

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