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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

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

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

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

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

l.kilawee@bath.ac.uk

Telephone

+44 1225385634

Country

United Kingdom

Internet address

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