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Tender

Media Planning & Buying Services Tender

THE UNIVERSITY OF WESTMINSTER

F02: Contract notice

Notice identifier: 2022/S 000-008704

Procurement identifier (OCID): ocds-h6vhtk-03289b

Published 31 March 2022, 3:09pm

Section I: Contracting authority

I.1) Name and addresses

THE UNIVERSITY OF WESTMINSTER

309 Regent Street

LONDON

W1B2HW

Contact

Alison Sylvestre

Email

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Telephone

+44 2079115000

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.westminster.ac.uk

Buyer's address

www.westminster.ac.uk

I.3) Communication

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

<https://procontract.due-north.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com>

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 & Buying Services Tender

Reference number

DN601320

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University is looking to appoint a strategic partner marketing agency that will help to deliver effective and targeted UK and international marketing campaigns. This will include media buying and planning services, using a combination of digital (including, but not limited to Search Engine Marketing, Social Media Marketing and display) and offline channels (including Out of Home) to achieve campaign and brand objectives.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

The University wishes to appoint a Service Provider to deliver full media planning and buying activity.

The service provider must be able to provide a comprehensive range of services for the University. Details of which are included in the tender documents .

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

It is anticipated that the new contract will be for an initial period of 1 year continuing for a further period of Two years, subject to successful 6-monthly performance review. The Contract is intended to start on 1st September 2022.

The contract will also be subject to two extensions at 12 month increments taking the contract term to a maximum of five years.

Any extension to the Contract will be agreed between the University of Westminster and the Service Provider. It is likely that University will seek the Service Provider to demonstrate improvements and/or price reductions before considering an extension.

For any extension(s) to the Contract, discussions with the Service Provider shall be conducted sufficiently far in advance of the contract expiry date to arrive at an agreed position.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

Bidders will need to register for free on the Proactis procurement portal (<https://procontract.due-north.com>), by completing a simple registration, Once registered bidders can use the search function under "find opportunities" to find the tender.

If Bidders do not meet one or more of the minimum requirements for each Selection Criteria Bidders will be excluded from the process. If bidders pass all Selection Criteria their Bid will

be fully scored and evaluated.

Bidders must submit their tender via the portal by 6 May 2022

The University expressly reserves the rights:

- i) Not to award any contract as a result of this procurement process commenced by publication of this notice.
- ii) To make whatever changes it may see fit to the content and structure of the tendering competition.
- iii) To award (a) contract(s) in respect of any part(s) of the [services] covered by this notice;

and

in no circumstances will the University be liable for any costs incurred by candidates.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

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

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: Yes

IV.2) Administrative information

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

Date

6 May 2022

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: 12 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

9 May 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

University of Westminster

London

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The University will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly.