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Not applicable

## **PS095 Media Buying Design and Digital Services Framework Agreement**

Birmingham City University

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-008714

Procurement identifier (OCID): ocds-h6vhtk-03aeb8

Published 24 March 2023, 4:05pm

### **Section I: Contracting authority/entity**

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

Birmingham City University

Joseph Priestley Building, Cardigan Street

Birmingham

B4 7BD

#### **Contact**

Alison Atkinson

#### **Email**

[procurement@bcu.ac.uk](mailto:procurement@bcu.ac.uk)

#### **Telephone**

+44 01213317677

**Country**

United Kingdom

**Region code**

UKG31 - Birmingham

**Internet address(es)**

Main address

<https://www.delta-escourcing.com/delta>

Buyer's address

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

PS095 Media Buying Design and Digital Services Framework Agreement

Reference number

Ref: PS095

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

- 79340000 - Advertising and marketing services

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

Services

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

Birmingham City University (BCU) is looking to work with several design suppliers and an outdoor media buyer to support their undergraduate, postgraduate and international recruitment marketing. To reflect the wide-ranging nature of this work, the procurement process has been broken down into two separate lots: Lot 1: Media Buying – Outdoor Media  
Lot 2: Creative Services – Design Services

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2023/S 000-006595](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

#### **VII.1.2) Text to be corrected in the original notice**

Section number

II.2.6)

Lot No

1

Place of text to be modified

II. 2 .6)

Instead of

Text

Estimated value: Value excluding VAT: 4,000,000

Read

Text

Estimated value: Value excluding VAT: 6,000,000

## **VII.2) Other additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement. Refer to the tender documents

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

<https://www.delta-esourcing.com/tenders/UK-UK-Birmingham:-Advertising-and-marketing-services./66SHXXV6NQ>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/66SHXXV6NQ>

GO Reference: GO-2023324-PRO-22393054