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Tender

Media Buying Services

Middlesex University

F02: Contract notice

Notice identifier: 2023/S 000-008781

Procurement identifier (OCID): ocds-h6vhtk-03b62d

Published 27 March 2023, 10:36am

Section I: Contracting authority

I.1) Name and addresses

Middlesex University

The Burroughs, Hendon, NW4 4BT

London

Email

upohelp@mdx.ac.uk

Country

United Kingdom

NUTS code

UKI71 - Barnet

Internet address(es)

Main address

www.mdx.co.uk

Buyer's address

<https://www.in-tendhost.co.uk/md>

I.3) Communication

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

<https://www.in-tendhost.co.uk/md>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.in-tendhost.co.uk/md>

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 Buying Services

Reference number

UPO- 0031

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

To provide marketing and advertising services to the university to increase student intake

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKI71 - Barnet

II.2.4) Description of the procurement

To provide Advertising and Marketing services to the University to increase student intake

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

Start date

1 October 2023

End date

1 October 2026

This contract is subject to renewal

Yes

Description of renewals

An option of 2 further 1 year extensions

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 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

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

Date

28 April 2023

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

16 May 2023

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Country

United Kingdom