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Tender

Campaign Planning and Delivery & Associated Services (GCU)

Glasgow Caledonian University

F02: Contract notice

Notice identifier: 2026/S 000-009634

Procurement identifier (OCID): ocds-h6vhtk-0615ce

Published 3 February 2026, 4:44pm

Section I: Contracting authority

I.1) Name and addresses

Glasgow Caledonian University

70 Cowcaddens Road

Glasgow

G4 0BA

Email

procurement@gcu.ac.uk

Telephone

+44 1413313578

Country

United Kingdom

NUTS code

UKM82 - Glasgow City

Internet address(es)

Main address

<http://www.gcu.ac.uk/procurement>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00195

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

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

Campaign Planning and Delivery & Associated Services (GCU)

Reference number

GCU-MKT-2026-01

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The University is seeking a Contractor for campaign planning, delivery, and performance-led student recruitment.

The selected agency must demonstrate capability in delivering measurable recruitment solutions across domestic and international markets. Required expertise includes, but is not limited to:

Higher Education sector strategy

Performance marketing and media buying

AI-powered campaign planning and organisation tools

Transparent measurement and conversion tracking across all platforms

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

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

Main site or place of performance

Glasgow Caledonian University

II.2.4) Description of the procurement

The University is seeking a Contractor for campaign planning, delivery, and performance-led student recruitment.

The selected agency must demonstrate capability in delivering measurable recruitment solutions across domestic and international markets. Required expertise includes, but is not limited to:

Higher Education sector strategy

Performance marketing and media buying

AI-powered campaign planning and organisation tools

Transparent measurement and conversion tracking across all platforms

II.2.5) Award criteria

Quality criterion - Name: Service Delivery – Methodology / Weighting: 30

Quality criterion - Name: Experience / Weighting: 20

Quality criterion - Name: Reporting / Weighting: 10

Quality criterion - Name: Sustainable Procurement- Fair Work Practices / Weighting: 2.5

Quality criterion - Name: Key Personnel / Weighting: 5

Quality criterion - Name: Sustainable Procurement - Community Benefits / Weighting: 2.5

Price - Weighting: 30

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Potential for 24 month extension

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

Minimum level(s) of standards possibly required

With reference to SPD section 4B, it is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below:

Bidders must confirm they can provide the following supporting evidence prior to award:

Employer's (Compulsory) Liability Insurance = 5 Million GBP

Professional Liability Insurance = 1 Million GBP

The successful bidder will also be required to provide 2 years audited accounts, or equivalent prior to Contract award, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format.

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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 March 2026

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

6 March 2026

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Estimated timing for further notices to

be published:

Next iteration will be tendered when this contract is due to expire

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

FORM OF TENDER

Please complete “Appendix A – Form of Tender” in the Technical Questionnaire in PCS-Tender.

This information should be submitted prior to award. It is for information only and will not be scored however failure to submit a signed copy will result in elimination from the procurement exercise.

SUB-CONTRACTORS

Please complete “Appendix C – List of Sub-Contractors” if applicable in the Technical Questionnaire in PCS- Tender.

This information should only be submitted if applicable prior to award. It is for information only and will not be scored.

FREEDOM OF INFORMATION

Please complete “Appendix D – Freedom of Information” if applicable in the Technical Questionnaire in PCS-Tender.

This information should only be submitted if applicable prior to award. It is for information only and will not be scored.

SUSTAIN SUPPLY CHAIN CODE OF CONDUCT

Please complete “Appendix E – Sustain Supply Chain Code of Conduct” in the Technical Questionnaire in PCS-Tender.

This information should be submitted prior to award. It is for information only and will not be scored.

ANTI-BRIBERY POLICY

Please complete “Appendix F – Anti-Bribery Policy” in the Technical Questionnaire in PCS-Tender.

This form is mandatory and requires submitted with the tender. Failure to submit this form will result in elimination from the procurement exercise. It is for information only and shall not be scored

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 30926. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:822099)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court

PO BOX 23, 1 Carlton Place,

Glasgow

G5 9DA

Telephone

+44 1414298888

Country

United Kingdom