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Tender

## **Media Planning and Buying**

Heriot-Watt University

F02: Contract notice

Notice identifier: 2024/S 000-010053

Procurement identifier (OCID): ocds-h6vhtk-044da2

Published 27 March 2024, 1:30pm

The closing date and time has been changed to:

**1 May 2024, 12:00pm**

See the [change notice](#).

## **Section I: Contracting authority**

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

Heriot-Watt University

Moyen House, Research Park North, Heriot-Watt University

Riccarton, Edinburgh

EH14 4AP

#### **Contact**

Richard Kinghorn

#### **Email**

[R.G.Kinghorn@hw.ac.uk](mailto:R.G.Kinghorn@hw.ac.uk)

**Telephone**

+44 1314513704

**Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://hw.ac.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00307](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00307)

**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/esop/pts-host/public/pts/web/login.html>

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/esop/pts-host/public/pts/web/login.html>

**I.4) Type of the contracting authority**

Body governed by public law

## **I.5) Main activity**

Education

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## **Section II: Object**

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

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

Media Planning and Buying

Reference number

HWU-UK-2324-209-00

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

The University seeking an agency for Media Planning and Buying that will cover all media buying requirements for student recruitment (both on-campus, HW Online, Edinburgh, Dubai and Malaysia), Graduate Apprenticeships, Enterprise, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets

#### **II.1.5) Estimated total value**

Value excluding VAT: £5,250,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Heriot-Watt University

Riccarton Campus

Edinburgh

EH14 4AS

### **II.2.4) Description of the procurement**

The University seeking an agency for Media Planning and Buying that will cover all media buying requirements for student recruitment (both on-campus, HW Online, Edinburgh, Dubai and Malaysia), Graduate Apprenticeships, Enterprise, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets.

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 75

Cost criterion - Name: Commercial / Weighting: 25

### **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

The University reserves the right to extend the Agreement for two further 24 months periods, subject to satisfactory performance and continuation of the University's requirements

**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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Bidders will be required to have a minimum “general” yearly turnover of the amount listed below, for the last 2 years. Where turnover information is not available for the time period requested, the bidder will be required to state the date which they were set up/started trading.

The Successful Contractor will be required to provide two years audited accounts, or equivalent prior to awarded to the Contract, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format.

There must be no qualification or contra-indication from any evidence provided in support of the Contractor’s economic and financial standing.

It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any contract, the types and levels of insurance listed below.

Bidders also must confirm they can provide the following supporting evidence at point of award

Minimum level(s) of standards possibly required

#### **Turnover Requirements**

Bidders will be required to have a minimum “general” yearly turnover of 3,500,000 GBP for the last 2 years.

#### **Insurance Requirements**

It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any contract, the following types and levels of insurance:

Employer's (Compulsory) Liability Insurance = 5,000,000 GBP

Professional Indemnity Insurance = 1,000,000 GBP

Public Liability Insurance = 1,000,000 GBP

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## **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**

Originally published as:

Date

26 April 2024

Local time

12:00pm

Changed to:

Date

1 May 2024

Local time

12:00pm

See the [change notice](#).

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

26 April 2024

Local time

12:00pm

Place

Heriot-Watt University

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 01 APRIL 2029

### **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**

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts(Scotland)Regulations 2015.

Tenderers will be asked to submit the following forms. These forms are for information only and will not be scored : Form of Tender, Bona Fide Tender, Freedom of Information, Supply Chain Code of Conduct.

The Successful Tenderer must confirm that they comply with the requirements of the Modern Slavery Act2015.

The Successful Tenderer will be required to provide two years audited accounts, or equivalent prior to awarded to the Contract, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format.



There must be no qualification or contra-indication from any evidence provided in support of the Contractor's economic and financial standing.

Where the capability & capacity of a subcontractor, members of a consortia or any other body will be relied on, separate SPD(s) are required from each of those other parties relied on.

Where subcontractors are to be used but their capability & capacity are not relied on, the University may choose to request separate SPD(s).

The buyer is using PCS-Tender to conduct this ITT exercise.

The Project code is 26421. The ITT code is 54316

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 26421. For more information see:

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

The Contracting Authority does not intend to include a sub-contract clause as part of community benefits (as per Section 25 of the Procurement Reform (Scotland) Act 2014) in this contract for the following reason:

Not applicable

The Contracting Authority does not intend to include any community benefit requirements in this contract for the following reason:

Not applicable for this type of procurement

(SC Ref:762286)

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Edinburgh Sheriff Court and Justice of the Peace Court

Edinburgh

Country

United Kingdom