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Tender

## **LUV01240 - UK & Global Media & PR**

University of Leicester

F02: Contract notice

Notice identifier: 2024/S 000-010063

Procurement identifier (OCID): ocds-h6vhtk-044da7

Published 27 March 2024, 2:05pm

### **Section I: Contracting authority**

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

University of Leicester

University of Leicester, University Road, Leicester

Leicester

LE1 7RH

#### **Contact**

Stewart Brewer

#### **Email**

[sab88@le.ac.uk](mailto:sab88@le.ac.uk)

#### **Telephone**

+44 1162525205

#### **Country**

United Kingdom

**Region code**

UKF21 - Leicester

**National registration number**

United Kingdom

**Internet address(es)**

Main address

<https://universityofleicester.delta-esourcing.com>

Buyer's address

<https://le.ac.uk/>

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-Leicester:-Advertising-and-marketing-services./52M76JP37E>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/52M76JP37E>

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

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## **Section II: Object**

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

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

LUV01240 - UK & Global Media & PR

Reference number

LUV01240

#### **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 seeking to appoint between one and two paid media agency to support the University in achieving its student recruitment targets both home and overseas, and building awareness and engagement through paid media of the University of Leicester.

The agency (/agencies) will be required to carry out duties relating to the planning, advising, competitive purchasing and management reporting of media activity in the field of brand campaigns and student recruitment, for undergraduate, postgraduate, distance learning and research, across UK and overseas markets.

The University will look to appoint either one agency to cover both home and overseas, or one home and one overseas. Agencies are welcome to bid for Lot 1 or 2, or both.

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

Value excluding VAT: £7,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Bidders may bid for Lot 1 (UK), Lot 2 (International) or Lot 3 (both UK and International)

## **II.2) Description**

### **II.2.1) Title**

LUV01240 UK Media & PR

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

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

UK Paid Media and PR

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £3,500,000

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

Duration in months

48

This contract is subject to renewal

No

### **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

### **II.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/52M76JP37E>

## **II.2) Description**

### **II.2.1) Title**

LUV01240 International Media & PR

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

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

International Paid Media & PR

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

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

#### **II.2.6) Estimated value**

Value excluding VAT: £3,500,000

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

Duration in months

48

This contract is subject to renewal

No

#### **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

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

#### **II.2.1) Title**

LUV01240 UK and International Media & PR

Lot No

3

**II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

**II.2.3) Place of performance**

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

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

Both UK & International Paid Media & PR

**II.2.5) Award criteria**

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

**II.2.6) Estimated value**

Value excluding VAT: £7,000,000

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

Duration in months

48

This contract is subject to renewal

No

**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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

N/A

#### **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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

N/A

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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.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 110-268556](#)

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

Date

30 April 2024

Local time

5:00pm

### **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: 6 (from the date stated for receipt of tender)

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

Date

3 May 2024

Local time

9:00am

Place

Leicester

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.3) Additional information**

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

<https://www.delta-esourcing.com/tenders/UK-UK-Leicester:-Advertising-and-marketing-services./52M76JP37E>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/52M76JP37E>

GO Reference: GO-2024327-PRO-25603861

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

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

University of Leicester

University Road

Leicester

LE1 7RH

Email

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

Telephone

+44 1162522502

Country

United Kingdom

Internet address

<https://le.ac.uk/>

#### **VI.4.2) Body responsible for mediation procedures**

University of Leicester

University Road

Leicester

LE1 7RH

Email

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

Telephone

+44 1162522502

Country

United Kingdom

Internet address

<https://le.ac.uk/>

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In accordance with Regulations 86 and 87 of the Public Contracts Regulations 2015, the University will incorporate a 10 calendar days standstill period starting from the day information on the award of the contract was communicated to tenderers. The regulations provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

#### **VI.4.4) Service from which information about the review procedure may be obtained**

University of Leicester

University Road

Leicester

LE1 7RH

Email

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

Telephone

+44 1162525205

Country

United Kingdom

Internet address

<https://le.ac.uk/>