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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): ocids-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

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

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-esourcing.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

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

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

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

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

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

Telephone

+44 1162525205

Country

United Kingdom

Internet address

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