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Contract

Media Planning and Buying Services

University of Sunderland

F03: Contract award notice

Notice identifier: 2022/S 000-010320

Procurement identifier (OCID): ocds-h6vhtk-030a76

Published 20 April 2022, 4:47pm

Section I: Contracting authority

I.1) Name and addresses

University of Sunderland

3rd Floor Edinburgh Building, Chester Road

Sunderland

SR1 3SD

Contact

Andrea Brook

Email

tenders@sunderland.ac.uk

Country

United Kingdom

NUTS code

UKC23 - Sunderland

Internet address(es)

Main address

www.sunderland.ac.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

Media Planning and Buying Services

Reference number

UoS/Media Planning and Buying/1021

II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Awarded The University of Sunderland and its subsidiaries would like to invite tenders to provide planning, sourcing and purchasing of media, using different media channels for its student recruitment and brand awareness campaigns and other advertising requirements, including B2B media buying. Working with the University of Sunderland and its subsidiaries commencing approximately April 2022, the tender is for a period of 3 years' with the option to extend for 2 years' in 12 monthly increments. The overall contract value

is estimated at GBP £3 million over 5 years' (the maximum contract length) i.e. GBP £600,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award, and purchase some elements of local media directly where we have existing contracts.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £3,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 Advertising and marketing services
- 79341200 Advertising management services
- 79341000 Advertising services
- 79341400 Advertising campaign services
- 79341100 Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UKC23 Sunderland
- UKI4 Inner London East

Main site or place of performance

Sunderland, Tyne & Wear, North East of England, Canary Wharf, London, and Hong Kong

II.2.4) Description of the procurement

AwardedThe University of Sunderland and its subsidiaries would like to invite tenders to provide planning, sourcing and purchasing of media, using different media channels for its student recruitment and brand awareness campaigns and other advertising requirements,

including B2B media buying. Working with the University of Sunderland and its subsidiaries commencing approximately April 2022, the tender is for a period of 3 years' with the option to extend for 2 years' in annual increments. The overall contract value is estimated at GBP £3 million over 5 years' (the maximum contract length) i.e. GBP £600,000 per annum (excluding VAT where applicable) - note there are no guarantees on spend levels. We also reserve the right to spend an additional 100% of the original anticipated budget, subject to changes to requirements across the University, for the duration of the award, and purchase some elements of local media directly where we have existing contracts. Expressions of interest and tender documents are available via In-Tend https://in-tendhost.co.uk/universityofsunderland/aspx/HomeNote closing date for return of tenders and documents is 12 noon - Monday 14th February 2022

II.2.5) Award criteria

Quality criterion - Name: Qualitative / Weighting: 60%

Cost criterion - Name: Costing / Weighting: 40%

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: Yes

Identification of the project

Various projects funded by the EU

II.2.14) Additional information

Any commissions under this contract or framework maybe subject to external funding from bodies such as DfE, Arts Council, Heritage Lottery Fund, LEP, etc and the successful suppliers will be expected to work with the University on any funding applications where appropriate. This list of funding bodies is not exhaustive

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: <u>2022/S 000-000990</u>

Section V. Award of contract

Title

Media Planning & Buying Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 April 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

RH Advertising Limited

Richmond Court, Emperor Way

Exeter

EX13QS

Country

United Kingdom

NUTS code

• UKK43 - Devon CC

National registration number

03909789

Internet address

http://www.rhadvertising.co.uk/

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £3,000,000

Total value of the contract/lot: £3,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Sunderland
3rd floor, Edinburgh Building, Chester Road
Sunderland
SR1 3SD
Email
tenders@sunderland.ac.uk
Country
United Kingdom
Internet address
www.sunderland.ac.uk
VI.4.2) Body responsible for mediation procedures
University of Sunderland, Legal Services, 4th Floor, Edinburgh Building
University of Sunderland, Legal Services, 4th Floor, Edinburgh Building Chester Road
Chester Road
Chester Road Sunderland
Chester Road Sunderland SR1 3SD
Chester Road Sunderland SR1 3SD Email
Chester Road Sunderland SR1 3SD Email legal@sunderland.ac.uk
Chester Road Sunderland SR1 3SD Email legal@sunderland.ac.uk Country
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