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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): ocids-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](mailto:tenders@sunderland.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKC23 - Sunderland

**Internet address(es)**

Main address

[www.sunderland.ac.uk](http://www.sunderland.ac.uk)

**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 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/asp/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

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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: [2022/S 000-000990](#)

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## **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

EX1 3QS

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

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**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](mailto:tenders@sunderland.ac.uk)

Country

United Kingdom

Internet address

[www.sunderland.ac.uk](http://www.sunderland.ac.uk)

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

University of Sunderland, Legal Services, 4th Floor, Edinburgh Building

Chester Road

Sunderland

SR1 3SD

Email

[legal@sunderland.ac.uk](mailto:legal@sunderland.ac.uk)

Country

United Kingdom

Internet address

[www.sunderland.ac.uk](http://www.sunderland.ac.uk)