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Contract

Media Buying Agents and Associated Services (Advertising)

Bishop Grosseteste University

F03: Contract award notice

Notice identifier: 2023/S 000-011305

Procurement identifier (OCID): ocds-h6vhtk-039518

Published 20 April 2023, 10:05am

Section I: Contracting authority

I.1) Name and addresses

Bishop Grosseteste University

Longdales Road, LN1 1DY

Lincoln

LN1 1DY

Contact

Michael Hunt

Email

Michael.Hunt@bishopg.ac.uk

Telephone

+44 1522563949

Country

United Kingdom

Region code

UKF30 - Lincolnshire

Internet address(es)

Main address

<https://www.bgu.ac.uk>

Buyer's address

<https://www.bgu.ac.uk>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Other type

Higher Education

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying Agents and Associated Services (Advertising)

Reference number

BGU (M) 23-001

II.1.2) Main CPV code

- 79341200 - Advertising management services

II.1.3) Type of contract

Services

II.1.4) Short description

BGU is undertaking a procurement process to identify and appoint a service provider to provide media buying and advertising/marketing solutions to reflect the different types of advertising services required, including but not exhaustive to: a. Campaign Advertising and Related Services. b. Student Marketing. c. Management of Commercial Advertising Space.

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: £998,408

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKF30 - Lincolnshire

Main site or place of performance

Lincolnshire

II.2.4) Description of the procurement

Tenders are invited in respect of Media Buying Agents and Associated Services. The successful supplier will be responsible for providing this service, liaising closely with the Authority Representative (contract manager). BGU Seeks a Supply partner (Media Buying Agent) who shall: a.Raise the profile of the University within the marketplace and specifically amongst our core target audience, prospective UG students through digital and above the line advertising. b.Deliver an annual continuous, optimized approach to marketing that protects and builds our brand, drives up lead generation and delivers year on year growth in student numbers. c.Maximise the impact of key campaigns across the year enabling us to meet recruitment targets, including supporting recruitment to new courses and clearing. The successful Supplier shall be an expert media agency who can be the University's 'go to' agency for all media planning and buying for all departments of the University.

II.2.5) Award criteria

Quality criterion - Name: Criterion 1 / Weighting: 60

Cost criterion - Name: Criterion 1 / Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

The contract agreement has the option to extend for up to a further 24 months. The total estimated value stated in Section II.2.6) includes the option period.

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 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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-000198](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

BGU (M) 23-001

Title

Media Agents and Associated Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 April 2023

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 1

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: 7

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

V.2.3) Name and address of the contractor

Havas People Limited

The HKX building, 3 Pancras Square

London

N1C4EG

Country

United Kingdom

NUTS code

- UKF30 - Lincolnshire

National registration number

02793794

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £1,000,000

Total value of the contract/lot: £998,408

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=776498119>

GO Reference: GO-2023420-PRO-22587655

VI.4) Procedures for review

VI.4.1) Review body

Bishop Grosseteste University

Longdales Road, LN1 1DY

Lincoln

LN1 1DY

Email

Michael.Hunt@bishopg.ac.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The Royal Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

BGU will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. Applicants who are unsuccessful shall be informed by BGU as soon as possible after the decision has been made as to the reasons why the applicant was unsuccessful. If an appeal regarding the award of the contract has not been successfully resolved, The Public Contracts Regulations 2015 (SI 2105 No 102) provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take legal action. Any such action must be brought within the applicable limitation period. Where a contract has not been entered, the Court may order the setting aside of the award decision or order for any document to be amended and may award damages, make a declaration of ineffectiveness, order for a fine to be paid, and/or order the duration of the contract be shortened. The purpose of the standstill period referred to above is to allow the parties to apply to the Courts to set aside the award decision before the contract is entered into.

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

The Royal Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom