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Tender

## Media Advertising

Coventry University

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013458

Procurement identifier (OCID): ocds-h6vhtk-065403

Published 13 February 2026, 2:05pm

## Scope

## Reference

PA-FRAM-1720-25-KM

## Description

Lot 1 - UK and International

To view and bid for Lot 1: <https://www.delta-sourcing.com/respond/6T2Q8G49QM>

Lot 2 - China

To view and bid for Lot 2: <https://www.delta-sourcing.com/respond/4Z5283A87D>

To view this notice, please click here:

<https://www.delta-sourcing.com/delta/viewNotice.html?noticeId=1013685764>

### **Total value (estimated)**

- £15,000,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 6 July 2026 to 5 July 2029
- Possible extension to 5 July 2031
- 5 years

Description of possible extension:

Possible two year extension

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
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### **Lot 1. UK and International**

## **Description**

Provision of media planning and buying services for all parts of Coventry University Higher Education Corporation Group (CUHECG)

## **Lot value (estimated)**

- £14,400,000 including VAT

## **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 2. China**

### **Description**

Provision of media planning and buying services for all parts of Coventry University Higher Education Corporation Group (CUHECG) - China

### **Lot value (estimated)**

- £600,000 including VAT

### **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Participation**

### **Particular suitability**

**Lot 1. UK and International**

**Lot 2. China**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

10 March 2026, 12:00pm

### **Submission type**

Tenders

### **Tender submission deadline**

10 March 2026, 12:00pm

### **Submission address and any special instructions**

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

**Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

English

### **Award decision date (estimated)**

19 May 2026

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### **Award criteria**

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Quality	Quality	70%
Price	Price	30%

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### **Other information**

#### **Applicable trade agreements**

- Government Procurement Agreement (GPA)

#### **Conflicts assessment prepared/revised**

Yes

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## Procedure

### Procedure type

Competitive flexible procedure

### Competitive flexible procedure description

1. Participation Stage (PSQ).
2. Invitation to Tender (ITT).

Pre-Market Engagement (PME) Not carried out as the procurement is straightforward and the market is well understood. PME will not add any value to the procurement.

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## Contracting authority

### Coventry University

- Public Procurement Organisation Number: PMMH-2339-NMGH

Priory Street

Coventry

CV1 5FB

United Kingdom

Email: [procurement@coventry.ac.uk](mailto:procurement@coventry.ac.uk)

Region: UKG33 - Coventry

Organisation type: Public authority - sub-central government