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Tender

## **Media Planning and Buying Services**

London Metropolitan University

F02: Contract notice

Notice identifier: 2021/S 000-014955

Procurement identifier (OCID): ocds-h6vhtk-02c1df

Published 30 June 2021, 2:11pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

London Metropolitan University

166-220 Holloway Road

London

N7 8DB

#### **Contact**

Paul Anthony

#### **Email**

[p.odoherty@londonmet.ac.uk](mailto:p.odoherty@londonmet.ac.uk)

#### **Telephone**

+44 2071334368

**Country**

United Kingdom

**NUTS code**

UKI5 - Outer London – East and North East

**Internet address(es)**

Main address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/londonmetuni.aspx/Home>

Additional information can be obtained from the above-mentioned address

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

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Media Planning and Buying Services

Reference number

LMU2019-1290

### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

Tender for Media campaign planning, media opportunity consultation and evaluation, media negotiation and buying, and post campaign RoI and impact evaluation.

Please refer to the specification within the tendering document for the full scope of services to be included within facilities and asset management.

### **II.1.5) Estimated total value**

Value excluding VAT: £2,000,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services
- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

Media campaign planning, media opportunity consultation and evaluation, media negotiation and buying, and post campaign RoI and impact evaluation.

### **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: £2,000,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend by two further periods of one year each

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **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.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

2 August 2021

Local time

12:00pm

#### **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

2 August 2021

Local time

1:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: June 2026

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

London metropolitan University

166-220 Holloway Road

London

N7 8DB

Country

United Kingdom