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Tender

Advertising Services Framework Agreement

University of Huddersfield

F02: Contract notice

Notice identifier: 2021/S 000-015174

Procurement identifier (OCID): ocds-h6vhtk-02c2ba

Published 2 July 2021, 11:14am

Section I: Contracting authority

I.1) Name and addresses

University of Huddersfield

Queensgate

Huddersfield

HD1 3DH

Contact

Claire Gunton

Email

c.gunton@hud.ac.uk

Country

United Kingdom

NUTS code

UKE44 - Calderdale and Kirklees

Internet address(es)

Main address

<https://in-tendhost.co.uk/universityofhuddersfield>

Buyer's address

www.hud.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/universityofhuddersfield>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofhuddersfield>

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising Services Framework Agreement

Reference number

HUD-MAR-015

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University intends to appoint a single supplier to deliver requirements under the Advertising Services framework agreement, covering all advertising services including both Digital and Out of Home as the predominant elements, as well as any Broadcast or other advertising services as required.

II.1.5) Estimated total value

Value excluding VAT: £3,000,000

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

II.2.3) Place of performance

NUTS codes

- UKE44 - Calderdale and Kirklees

Main site or place of performance

Huddersfield

II.2.4) Description of the procurement

The University intends to appoint a single supplier to deliver requirements under the Advertising Services framework agreement, covering all advertising services including both Digital and Out of Home as the predominant elements, as well as any Broadcast or other advertising services as required. Whilst it is our preference for the successful supplier to fulfil the full range of requirements using in-house resources, it is acceptable for bidders to propose a sub-contracted service to satisfy requirements relating to Out of Home and Broadcast Advertising. Bidders must not sub-contract the core services relating to Digital Advertising. The appointed supplier will provide services in media planning, media buying and campaign optimisation and measurement. The University has existing frameworks in place that cover Design Services and Film and Video Services; it is expected that the appointed supplier will work collaboratively with the agencies on these frameworks as required, to deliver successful visual campaign assets.

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: £3,000,000

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

Start date

1 November 2021

End date

31 October 2023

This contract is subject to renewal

Yes

Description of renewals

The resulting framework agreement will have an initial duration of 2 years with the option to extend for a further two periods of 1 year, subject to continued satisfactory performance and pricing. The maximum agreement term is 4 years.

II.2.10) Information about variants

Variants will be accepted: No

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: No

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

n/a

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

9 August 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

9 August 2021

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

University of Huddersfield

Queensgate

Huddersfield

HD1 3DH

Email

procurement@hud.ac.uk

Country

United Kingdom