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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](mailto: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](http://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

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## **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

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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

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### **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

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## **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](mailto:procurement@hud.ac.uk)

Country

United Kingdom