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Tender

Media Planning and Buying Services

University of Bath

F02: Contract notice

Notice identifier: 2021/S 000-017507

Procurement identifier (OCID): ocds-h6vhtk-02cbd1

Published 23 July 2021, 2:15pm

Section I: Contracting authority

I.1) Name and addresses

University of Bath

Finance & Procurement, The Virgil Building, Manvers Street

Bath

BA1 1JW

Email

l.kilawee@bath.ac.uk

Telephone

+44 1225385634

Country

United Kingdom

NUTS code

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Internet address(es)

Main address

<https://www.bath.ac.uk/teams/procurement-team/>

Buyer's address

<https://www.bath.ac.uk/teams/procurement-team/>

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Bath:-Marketing-services./9MWU4YANPK>

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning and Buying Services

Reference number

UOB/Proc/1023

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Bath is looking to appoint an agency of record to manage media planning and buying in support of its student recruitment strategies and marketing activity plans. The scope of services provided by the agency should include:

- Media strategy and planning
- Media buying
- Monitoring, reporting and evaluation

In preparing their bids suppliers are asked to note that responsibility for the planning and delivery of student recruitment marketing activity at the University of Bath is shared between a central marketing team and marketing teams within the University's three Faculties and School of Management.

II.1.5) Estimated total value

Value excluding VAT: £300,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Main site or place of performance

Bath and North East Somerset, North Somerset and South Gloucestershire

II.2.4) Description of the procurement

The University of Bath is looking to appoint an agency of record to manage media planning and buying in support of its student recruitment strategies and marketing activity plans. The scope of services provided by the agency should include:

- Media strategy and planning
- Media buying
- Monitoring, reporting and evaluation

In preparing their bids suppliers are asked to note that responsibility for the planning and delivery of student recruitment marketing activity at the University of Bath is shared between a central marketing team and marketing teams within the University's three Faculties and School of Management.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

It is anticipated any Contract will be awarded for an initial 2 Years with the option to extend for 3 x 1 year via mutual agreement

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

Date

23 August 2021

Local time

2:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

23 August 2021

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Bath:-Marketing-services./9MWU4YANPK>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/9MWU4YANPK>

GO Reference: GO-2021723-PRO-18618142

VI.4) Procedures for review

VI.4.1) Review body

University of Bath

Purchasing Services

Bath

BA2 7AY

Telephone

+44 1225386939

Country

United Kingdom