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Contract

Media Planning and Buying Services

University of Bath

F03: Contract award notice

Notice identifier: 2024/S 000-018800

Procurement identifier (OCID): ocds-h6vhtk-0470e6

Published 18 June 2024, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

University of Bath

University of Bath, University of Bath

Bath

BA2 7AY

Contact

Liam Kilawee

Email

l.kilawee@bath.ac.uk

Telephone

+44 1225385634

Country

United Kingdom

Region code

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

National registration number

United Kingdom

Internet address(es)

Main address

<https://www.bath.ac.uk/legal-information/trading-with-the-university-of-bath/>

Buyer's address

<https://www.bath.ac.uk/legal-information/trading-with-the-university-of-bath/>

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/1270

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy 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

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £5,600,000

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

II.2.5) Award criteria

Price

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 259-140324](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 June 2024

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

CRUNCH DMC LIMITED

GF1, Ethos Building, Kings Road

Swansea

SA1 8AS

Email

emma@unicom.agency

Telephone

+44 7758507481

Country

United Kingdom

NUTS code

- UKL14 - South West Wales

National registration number

06249424

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,400,000

Total value of the contract/lot: £5,600,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=869524344>

GO Reference: GO-2024618-PRO-26637813

VI.4) Procedures for review

VI.4.1) Review body

University of Bath

Finance & Procurement Services, University of Bath

Bath

BA2 7AY

Email

l.kilawee@bath.ac.uk

Telephone

+44 1225385634

Country

United Kingdom

Internet address

<https://www.bath.ac.uk/legal-information/trading-with-the-university-of-bath/>