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Tender

## **Student Recruitment Marketing - Media Buying and Campaign Services**

University of York

F02: Contract notice

Notice identifier: 2021/S 000-018967

Procurement identifier (OCID): ocids-h6vhtk-02d186

Published 5 August 2021, 8:21pm

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

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

University of York

Heslington

York

YO10 5DD

#### **Contact**

Procurement Office

#### **Email**

[donna.lyon@york.ac.uk](mailto:donna.lyon@york.ac.uk)

#### **Telephone**

+44 1904328207

#### **Country**

United Kingdom

**NUTS code**

UKE21 - York

**Internet address(es)**

Main address

[www.york.ac.uk](http://www.york.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/york.aspx/Home>

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/york.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

**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**

Student Recruitment Marketing - Media Buying and Campaign Services

Reference number

UY/PROC/829

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

- 79341400 - Advertising campaign services

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

Services

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

The University of York is pleased to invite tenders from strategically-focussed media buying agencies, for the development and delivery of creative, successful and cost effective student recruitment advertising campaigns that will result in increased lead generation. For the purposes of this tender, a campaign refers to the full end to end process, incorporating some / all of the minimum services listed below. Media buying / advertising services (domestic and international markets); Campaign management; Account management (including reporting); Media insights and intelligence; Creative design (limited to adapting existing campaign content); Copywriting and proofing; Concept development / positioning; Content and creative development and delivery; Media sales and enquiry service. Potential Providers must be able to offer all of the services above to be eligible for participation. Further details are available in the Invitation to Tender documents.

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

Value excluding VAT: £2,400,000

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKE21 - York

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

As stated in II.1.4

#### **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: £2,400,000

#### **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

3 x 1 year extension possible after the initial term by 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

#### **II.2.14) Additional information**

The estimated value is based on the 2 year initial term.

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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.1.8) 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

10 September 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: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

10 September 2021

Local time

12:00pm

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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: 5 years from now if all extension options are exercised.

### **VI.3) Additional information**

The University will use their eTendering system in this procurement exercise. Prospective suppliers should first register on the In-Tend system at <https://in-tendhost.co.uk/york/>. Once registered you will receive your login details and you will then be able to find the tender documentation by logging into the In-Tend portal and clicking on the Current Tenders link.

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

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

University of York Procurement Office

York

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The University will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing before the contract is entered into.