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Contract

PS005A Strategic Planning Media Buying

Birmingham City University

F03: Contract award notice

Notice identifier: 2021/S 000-020086

Procurement identifier (OCID): ocds-h6vhtk-02d5e5

Published 17 August 2021, 2:14pm

Section I: Contracting authority

I.1) Name and addresses

Birmingham City University

<https://www.delta-esourcing.com/suppliers/tender-opportunities/>, 15 Bartholomew Row,
University House

Birmingham

B5 5JU

Contact

Birmingham City University

Email

Claire.Donnelly@bcu.ac.uk

Telephone

+44 01213317677

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

<http://bcu.ac.uk>

Buyer's address

www.bcu.ac.uk

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

PS005A Strategic Planning Media Buying

Reference number

00000417

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Birmingham City University is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, cinema, radio, online (including SEM, programmatic, DAX, GDN, Native), social media (including Facebook, Instagram, Twitter, Snapchat) and Education Channels (including UCAS, WhatUni, The Student Room, IDP Connect). Please note that the University has an outdoor media supplier therefore, outdoor media buying is excluded from this opportunity. This contract will be for a period of 3 years with an option to extend for a further period of 2 years for the total of a 5-year contract term. Please note, this tender opportunity is the next stage of the process following the issue of the early engagement PIN

notice, issued on 2 February 2020 to understand the market and the capacity within that to start early engagement with suppliers.

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: £4,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

Main site or place of performance

Birmingham

II.2.4) Description of the procurement

Birmingham City University is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, cinema, radio, online (including SEM, programmatic, DAX, GDN, Native), social media (including Facebook, Instagram, Twitter, Snapchat) and Education Channels (including UCAS, WhatUni, The Student Room, IDP Connect). Please note that the University has an outdoor media supplier therefore, outdoor media buying is excluded from this opportunity. This contract will be for a period of 3 years with an option to extend for a further period of 2 years for the total

of a 5-year contract term. Please note, this tender opportunity is the next stage of the process following the issue of the early engagement PIN notice, issued on 2 February 2020 to understand the market and the capacity within that to start early engagement with suppliers.

II.2.5) Award criteria

Quality criterion - Name: Technical weighting / Weighting: 70

Cost criterion - Name: Management Fee / Weighting: 30

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: Yes

Identification of the project

<https://www.delta-sourcing.com/delta/buyers/tenders/viewTenderStatus.html?id=497389970>

II.2.14) Additional information

ERDF Grant Funding

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

Accelerated procedure

Justification:

This tender opportunity is the next stage of the procurement process following the issue of a PIN Notice on 2 February 2020 for a market engagement event.

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: [2020/S 048-114840](#)

Section V. Award of contract

Contract No

PS005A

Title

Strategic Marketing & Media Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 June 2020

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

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

V.2.3) Name and address of the contractor

Agden Limited

2 Chapel Court, 42 Holly Walk

Leamington Spa

CV32 4YS

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

National registration number

07199718

Internet address

<https://www.adgenuk.com>

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £5,000,000

Total value of the contract/lot: £4,000,000

Section VI. Complementary information

VI.3) Additional information

Estimated timing of re-procurement is for a 3 years initial term with the option to extend up to a maximum of 2 year for a total of 5 years

In all correspondence, please quote our reference: 21-436608-001

(your reference: TED85/2021-338146).

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=619360996>

GO Reference: GO-2021817-PRO-18751364

VI.4) Procedures for review

VI.4.1) Review body

Birmingham City University

15 Bartholomew Row

Birmingham

B55 JU

Country

United Kingdom

Internet address

<http://bcu.ac.uk>

VI.4.2) Body responsible for mediation procedures

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom