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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](mailto: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

<http://www.bcu.ac.uk>

**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**

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

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## **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](#)

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## **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

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## **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