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Contract

## **23/038 - Media Buying and Marketing Services**

University of Portsmouth

F03: Contract award notice

Notice identifier: 2024/S 000-020409

Procurement identifier (OCID): ocds-h6vhtk-042dfa

Published 4 July 2024, 11:27am

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

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

University of Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

#### **Email**

[procurement@port.ac.uk](mailto:procurement@port.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKJ31 - Portsmouth

## **Internet address(es)**

Main address

<https://in-tendhost.co.uk/port.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**

23/038 - Media Buying and Marketing Services

Reference number

23/TB/038

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

- 79340000 - Advertising and marketing services

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

Services

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

The University of Portsmouth ('University') is inviting tenders from suitably qualified suppliers to provide marketing and media buying services to develop and implement marketing campaigns. The University's target date for award of contract is 18th March 2024 with service commencement following as soon as possible following the signing of contracts. The initial contract term will be for 2 years with possibility of extending the term by a further

2 years in increments to be agreed, subject to the agreement and performance of both parties. The form of contract used will be the University's standard terms for the supply of services. Full details of the requirements are in the tender pack.

### **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: £2,000,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKJ31 - Portsmouth

Main site or place of performance

University of Portsmouth

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

The University of Portsmouth ('University') is inviting tenders from suitably qualified suppliers to provide marketing and media buying services to develop and implement marketing campaigns. The University's target date for award of contract is 29th March 2024 with service commencement following as soon as possible following the signing of contracts. The initial contract term will be for 2 years with possibility of extending the term by a further 2 years in increments to be agreed, subject to the agreement and performance of both parties. The form of contract used will be the University's standard terms for the supply of services. The University of Portsmouth Marketing, Advancement and Communications Department (MAC) consists of approximately 100 team members over 5 teams: Campaigns and Marketing (CAM), Brand and Corporate Communications (BACC), Alumni and Advancement (AAA), Media and Communications (Media), Web and Digital (W&D) and Recruitment and Outreach (RAO). The department serves 2,000 staff across five faculties and multiple professional services. The Department drives all recruitment activity, brand

management and media relations. Over the last few years the University has increased its campaign activity significantly, to support the drive to recruit students - undergraduate (UG) and postgraduate (PG) in a challenging and competitive environment. Our campaign activity includes an always on approach, with a series of call to actions across the 18 month recruitment cycle for undergraduates and 12 month cycle for postgraduates. We also run peaks in brand awareness activity to compliment the recruitment campaign. The CAM and BACC teams provide an in-house account management service for the wider University and act as the main point of contact with the media agency. The agency will be required to have direct meetings, planning and training sessions with wider members of the Department, but this will be facilitated and coordinated by the team. Full details of the requirements are under the Specification section of this ITT.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 75%

Price - Weighting: 25%

### **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

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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: No

### IV.2) Administrative information

#### IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-001650](#)

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## Section V. Award of contract

### Contract No

1

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

4 July 2024

#### V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 1

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: 10

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

### **V.2.3) Name and address of the contractor**

Education Cubed

Brighton

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

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: £2,000,000

Total value of the contract/lot: £2,000,000

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## **Section VI. Complementary information**

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

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

University Portsmouth

Winston Churchill Avenue

Portsmouth

PO1 2UP

Email

[procurement@port.ac.uk](mailto:procurement@port.ac.uk)

Telephone

+44 2392848484

Country

United Kingdom