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Tender

## **Media Planning, Buying and Associated Services**

Heriot-Watt University

F02: Contract notice

Notice identifier: 2021/S 000-021724

Procurement identifier (OCID): ocds-h6vhtk-02dc4b

Published 2 September 2021, 11:44am

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

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

Heriot-Watt University

Moyen House, Research Park North, Heriot-Watt University

Riccarton, Edinburgh

EH14 4AP

#### **Email**

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

#### **Telephone**

+44 1314514446

#### **Country**

United Kingdom

#### **NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://hw.ac.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00307](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00307)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/>

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://www.publictendersscotland.publiccontractsscotland.gov.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**

Media Planning, Buying and Associated Services

Reference number

HWU-UK-2122-006

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

- 79342000 - Marketing services

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

Services

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

The University is seeking a Contractor for the provision Media Planning, Buying and Associated

Services to support the University's Strategic Aims and marketing and advertising plans.

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79310000 - Market research services

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

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Heriot-Watt University Riccarton Campus, Edinburgh

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

The University is seeking a Contractor for the provision Media Planning, Buying and Associated

Services to support the University's Strategic Aims and marketing and advertising plans.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 12 month extensions available

#### **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

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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

4 October 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

4 October 2021

Local time

12:00pm

Place

Heriot Watt University Riccarton Campus, Edinburgh

Information about authorised persons and opening procedure

Chris Naismith will open and separate sections as required.

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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: September 2024 if no extensions utilised

September 2026 if all extensions utilised

#### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

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

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 19576. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

The Contracting Authority does not intend to include a sub-contract clause as part of community benefits (as per Section 25 of the Procurement Reform (Scotland) Act 2014) in

this contract for the following reason:

No sub-contracting will be accepted as part of this agreement.

The Contracting Authority does not intend to include any community benefit requirements in this contract for the following reason:

There is limited scope for mandated Community Benefit within this contract, however, the tender does encourage suppliers to consider Community Benefits and Added Value as part of their response to the Technical Questions.

(SC Ref:665875)

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

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

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom