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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

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

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

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 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

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

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.

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