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Contract

LUV01240 - UK & Global Media & PR

University of Leicester

F03: Contract award notice

Notice identifier: 2024/S 000-024834

Procurement identifier (OCID): ocds-h6vhtk-04886d

Published 7 August 2024, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

University of Leicester

University of Leicester, University Road, Leicester

Leicester

LE1 7RH

Contact

Stewart Brewer

Email

sab88@le.ac.uk

Telephone

+44 1162525205

Country

United Kingdom

Region code

UKF21 - Leicester

National registration number

United Kingdom

Internet address(es)

Main address

<https://universityofleicester.delta-esourcing.com>

Buyer's address

<https://le.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

LUV01240 - UK & Global Media & PR

Reference number

LUV01240

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 is seeking to appoint between one and two paid media agency to support the University in achieving its student recruitment targets both home and overseas, and building awareness and engagement through paid media of the University of Leicester.

The agency (/agencies) will be required to carry out duties relating to the planning, advising, competitive purchasing and management reporting of media activity in the field of brand campaigns and student recruitment, for undergraduate, postgraduate, distance learning and research, across UK and overseas markets.

The University will look to appoint either one agency to cover both home and overseas, or one home and one overseas. Agencies are welcome to bid for Lot 1 or 2, or both.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £7,000,000

II.2) Description

II.2.1) Title

LUV01240 UK Media & PR

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

II.2.4) Description of the procurement

UK Paid Media and PR

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 90

Cost criterion - Name: Cost / Weighting: 10

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

II.2.14) Additional information

Contract Notice: <https://www.delta-esourcing.com/respond/52M76JP37E>

II.2) Description

II.2.1) Title

LUV01240 International Media & PR

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

II.2.4) Description of the procurement

International Paid Media & PR

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 90

Cost criterion - Name: Cost / Weighting: 10

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

II.2.14) Additional information

Contract Notice: <https://www.delta-esourcing.com/respond/52M76JP37E>

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.2.1) Previous publication concerning this procedure

Notice number: [2020/S 110-268556](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

LUV01240 - UK & Global Media & PR UK Media - Lot 1 (UK)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 August 2024

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 8

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

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

Education Cubed Ltd

30-31 Devonshire Place

Brighton

BN2 1QB

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

08045459

Internet address

<https://educationcubed.com/>

The contractor is an SME

Yes

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

Total value of the contract/lot: £3,500,000

Section V. Award of contract

Contract No

2

Lot No

2

Title

LUV01240 UK & Global Media & PR - Lot 2 (International)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 August 2024

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 8

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

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 11

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

V.2.3) Name and address of the contractor

Education Cubed Ltd

30-31 Devonshire Place

Brighton

BN2 1QB

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

08045459

Internet address

<https://educationcubed.com/>

The contractor is an SME

Yes

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

Total value of the contract/lot: £3,500,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=880549668>

GO Reference: GO-202487-PRO-27329885

VI.4) Procedures for review

VI.4.1) Review body

University of Leicester

University Road

Leicester

LE1 7RH

Email

procurement@le.ac.uk

Telephone

+44 1162522502

Country

United Kingdom

Internet address

<https://le.ac.uk/>

VI.4.2) Body responsible for mediation procedures

University of Leicester

University Road

Leicester

LE1 7RH

Email

procurement@le.ac.uk

Telephone

+44 1162522502

Country

United Kingdom

Internet address

<https://le.ac.uk/>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

In accordance with Regulations 86 and 87 of the Public Contracts Regulations 2015, the University will incorporate a 10 calendar days standstill period starting from the day information on the award of the contract was communicated to tenderers. The regulations provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

VI.4.4) Service from which information about the review procedure may be obtained

High Court of England and Wales

Strand

London

WC2A 2LL

Email

procurement@le.ac.uk

Telephone

+44 2079476000

Country

United Kingdom

Internet address

<https://courtribunalfinder.service.gov.uk/courts/royal-courts-of-justice>