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Planning

## **Media Planning and Buying for Reputation, Business Engagement and Student Recruitment Marketing**

Sheffield Hallam University

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-025017

Procurement identifier (OCID): ocds-h6vhtk-051e4f

Published 22 May 2025, 2:43pm

### **Scope**

### **Reference**

2425-02-RCM-LJ

### **Description**

The University requires a media planning and buying agency to assist in achieving its strategic marketing and student recruitment objectives, which include:

- ? delivering student recruitment success and engagement across the prospective student journey in line with academic and financial targets Home and International
- ? raising the profile and enhancing the reputation of the University through institutional positioning and research impact
- ? promoting the University brand and Sheffield city to achieve stand out and cut through in our competitive marketplace

? generating business leads through business engagement activity to support apprenticeship, placement, KTP and other institutional objectives

? Measuring and optimising all activity using data and insights to ensure our activities are relevant and impactful

The agency will proactively support and work in partnership with the University's Marketing Directorate. In scope are all media planning and buying activities across Prospective Student Recruitment marketing and all brand level marketing as well as lead generation business to business marketing, paid search activity and social media campaigns across all audiences.

### **Total value (estimated)**

- £10,416,667 excluding VAT
- £12,500,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2029
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

Initial term 3 years followed by one possible extension of 2 further years

### **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKE32 - Sheffield

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## **Submission**

### **Publication date of tender notice (estimated)**

31 July 2025

### **Tender submission deadline**

31 August 2025, 12:00pm

### **Submission address and any special instructions**

Tender docs will be available via Sheffield Hallam University's In-Tend site <https://in-tendhost.co.uk/sheffieldhallamuniversity>

Tenderers will need to be registered on this site in order to view documents and submit bids

### **Tenders may be submitted electronically**

Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

3 January 2026

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

### Sheffield Hallam University

- UK Register of Learning Providers (UKPRN number): 10005790
- Public Procurement Organisation Number: PVMW-4512-JZYY

City Campus

Sheffield

S1 1WB

United Kingdom

Email: [strategicprocurement@shu.ac.uk](mailto:strategicprocurement@shu.ac.uk)

Website: <http://www.shu.ac.uk>

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government