

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/026967-2021>

Tender

Media Buying

Leeds Trinity University

F02: Contract notice

Notice identifier: 2021/S 000-026967

Procurement identifier (OCID): ocds-h6vhtk-02f0c4

Published 27 October 2021, 6:14pm

Section I: Contracting authority

I.1) Name and addresses

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

Contact

Mark Hayter

Email

m.hayter@leedstrinity.ac.uk

Telephone

+44 1132837100

Country

United Kingdom

NUTS code

UKE42 - Leeds

Internet address(es)

Main address

<https://www.leedstrinity.ac.uk/>

Buyer's address

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

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

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 Buying

Reference number

PFB022LTU

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 wishes to contract with an agency for the next 36 months to provide paid media (including social) services to meet Leeds Trinity University's objectives.

The fundamental requirement is to improve awareness and perception of Leeds Trinity University leading to increased student numbers using the strategy:

- Drive Awareness – Make audiences aware of Leeds Trinity University
- Drive Engagement – Make audiences experience what Leeds Trinity University offers and build an enquirer database through Open Day bookings, prospectus/ course guide requests and enquiries
- Drive Applications – Make audiences apply to Leeds Trinity University
- Drive Conversion – Make audiences select Leeds Trinity University as their first choice and enrol

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE42 - Leeds

Main site or place of performance

Leeds

II.2.4) Description of the procurement

The university wishes to contract with an agency for the next 36 months to provide paid media (including social) services to meet Leeds Trinity University's objectives.

The fundamental requirement is to improve awareness and perception of Leeds Trinity University leading to increased student numbers using the strategy:

- Drive Awareness – Make audiences aware of Leeds Trinity University
- Drive Engagement – Make audiences experience what Leeds Trinity University offers and build an enquirer database through Open Day bookings, prospectus/ course guide requests and enquiries
- Drive Applications – Make audiences apply to Leeds Trinity University
- Drive Conversion – Make audiences select Leeds Trinity University as their first choice and enrol

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £500,000

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

At the expiry of this contract, it is envisaged a superseding contract will be in place

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The contract is subject to annual review

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

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/G3N7J64SCS>

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

1 December 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

1 December 2021

Local time

12:00pm

Place

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

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 30 months from award of this contract

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://neupc.delta-esourcing.com/tenders/UK-UK-Leeds:-Advertising-and-marketing-services./G3N7J64SCS>

To respond to this opportunity, please click here:

<https://neupc.delta-esourcing.com/respond/G3N7J64SCS>

GO Reference: GO-20211027-PRO-19143723

VI.4) Procedures for review

VI.4.1) Review body

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

Telephone

+44 1132837100

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

Telephone

+44 1132837100

Country

United Kingdom

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

Leeds Trinity University

Brownberrie Lane

Leeds

LS18 5HD

Telephone

+44 1132837100

Country

United Kingdom

