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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](mailto: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

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## **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-esourcing.com/respond/G3N7J64SCS>

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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

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>

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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: 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

