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Tender

Strategic Marketing and Communications

University Of Edinburgh

F02: Contract notice

Notice identifier: 2025/S 000-027943

Procurement identifier (OCID): ocds-h6vhtk-052782

Published 28 May 2025, 9:56am

Section I: Contracting authority

I.1) Name and addresses

University Of Edinburgh

Charles Stewart House, 9-16 Chambers Street

Edinburgh

EH1 1HT

Contact

Elliot Freeman

Email

Elliot.Freeman@ed.ac.uk

Telephone

+44 1316502759

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.ed.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00107

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html?VISITORID=b00bf88c-8f28-485d-87cf-5a33b56e5fa8&VISITORID=b00bf88c-8f28-485d-87cf-5a33b56e5fa8>

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/esop/pts-host/public/pts/web/login.html?VISITORID=b00bf88c-8f28-485d-87cf-5a33b56e5fa8&VISITORID=b00bf88c-8f28-485d-87cf-5a33b56e5fa8>

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

Strategic Marketing and Communications

Reference number

EC1045

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Edinburgh's Accommodation, Catering & Events (ACE) department is seeking to establish a contract for its commercial marketing and communications services. This initiative aims to appoint external agencies across three key lots: Paid Advertising and Digital Strategy, Public Relations and Branding & Design. By securing expert partners, ACE will enhance brand visibility, streamline communications, and drive commercial success across its portfolio, including The University's year-round hotels, summer accommodation, highland lodges, event services, catering outlets and hospitality services.

II.1.5) Estimated total value

Value excluding VAT: £1,400,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Branding and Design

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

This lot will focus on the creation, development, and execution of the University's commercial branding and design materials to ensure a consistent and impactful visual identity across all commercial initiatives.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £400,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The University will have the option to extend this contract by an additional period of 24-months.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The University will have the option to extend this contract by an additional period of 24-months.

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) Description

II.2.1) Title

Paid Digital Advertising and Digital Strategy

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

The appointed supplier will be responsible for planning, buying, and optimising paid social media/Google campaigns across relevant platforms to drive engagement, brand awareness, and conversions for Accommodation, Catering and Events.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £600,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The University will have the option to extend this contract by an additional period of 24-months.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The University will have the option to extend this contract by an additional period of 24-months.

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) Description

II.2.1) Title

Public Relations

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

This lot encompasses the development and execution of public relations strategies tailored to the tourism and hospitality sector, with a focus on media outreach, brand partnerships, community engagement, and creating strong relationships with local, national, and international media. The goal is to raise the University's profile within the commercial hospitality space, boost its reputation, and drive engagement from key audiences, including potential guests and industry stakeholders.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £400,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The University will have the option to extend this contract by an additional period of 24-months.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The University will have the option to extend this contract by an additional period of 24-months.

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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

The SLA and KPIs applicable to this contract are detailed in the ITT for each lot.

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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 July 2025

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: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

1 July 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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 buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 28601. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

Community benefits are included in this requirement. For more information see:

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

The University is seeking a partnership with an organisation who is committed to delivering community benefits for this contract in the Edinburgh city region. We have provided an indicative community benefit menu (Schedule 10) to illustrate the type of community benefits that could be delivered and we welcome your own organisations suggestions. Bidders are to complete the community benefit menu alongside a methodology detailing how you will resource, deliver, evidence and report your proposed benefits. The exact nature, delivery and/or monitoring arrangements of proposed community benefits may be clarified or co-created post tender, however, the bidder response will be enforced as part of the contract at the discretion of the University.

(SC Ref:797930)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom