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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](mailto: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](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

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## **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

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## **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

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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 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

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## **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