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Tender

EC0995 Media Buying

University Of Edinburgh

F02: Contract notice

Notice identifier: 2023/S 000-031881

Procurement identifier (OCID): ocds-h6vhtk-040fe1

Published 27 October 2023, 4:17pm

Section I: Contracting authority

I.1) Name and addresses

University Of Edinburgh

Charles Stewart House, 9-16 Chambers Street

Edinburgh

EH1 1HT

Email

john.porter@ed.ac.uk

Telephone

+44 1316502508

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<https://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/>

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/>

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

EC0995 Media Buying

Reference number

EC0995

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 of Edinburgh is inviting competitive tenders for provision of Media Buying services.

The media solutions required by the University reflect the scale and diversity of the institution and include a mixture of planned annual and ad hoc or reactive activity. The bulk of our media spend is directed at awareness raising amongst key stakeholders and attracting applications from prospective students in multiple markets, but we also actively promote our wider events and services.

A growing proportion of activity is institution-wide, but the bulk of activity (and spend) is devolved to school level and below.

Most schools create an annual plan and schedule their media spend each summer and that will account for the bulk of spending. However, there is also ad hoc activity as and when new programmes are launched, events are scheduled, or other requirements arise throughout the year. The Accommodation Catering and Events service area will have a detailed annual plan but will require media solutions and research on different campaigns across its many markets, i.e. hospitality and tourism, food and drink, conference and events, property (Landlord Lettings) and nurseries.

II.1.5) Estimated total value

Value excluding VAT: £8,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

University of Edinburgh

II.2.4) Description of the procurement

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II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

II.2.6) Estimated value

Value excluding VAT: £8,500,000

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

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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

The intended contract is for 3 years with the option to extend for a further +1, +1 year.

The contract value estimate of GBP 8.5m is based on the full maximum five year total potential contract term.

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

Contract is subject to performance monitoring against KPIs as specified in ITT document

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

30 November 2023

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

30 November 2023

Local time

1:00pm

Place

Procurement Office

Information about authorised persons and opening procedure

UoE Procurement Manager

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

*** IMPORTANT ***

There will be a Supplier briefing event to be held on Thursday 9th November @ 2pm-4pm and all bidders are encouraged to attend. This will be a hybrid event held in our Charles Stewart House building in Edinburgh as well as via Microsoft Teams. Further details can be found in Schedule 1, section 9 of the ITT & Specification Document

A sub-contract clause has been included in this contract. For more information see:
<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2363>

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:

As per Award Criteria in ITT (Schedule 2 - Technical Requirements: 'Suppliers are encouraged to review the University of Edinburgh's Community Benefits Partnership documentation (see Appendix 2 and 3).

Please review the working plan and partnership menu and detail any areas where your organisation can (and pledge to, if successful in winning this contract) work with UoE to achieve positive CB outcomes.'

Responses to this requirement are a scored element of the overall bid submission.

(SC Ref:748769)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court & Justice of the Peace Court

27 Chambers Street

Edinburgh

EH1 1LB

Email

enquiries@scotcourts.gov.uk

Telephone

+44 1312252525

Country

United Kingdom