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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](mailto: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](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

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## **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**

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

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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.

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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**

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

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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

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

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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**

\*\*\* 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](mailto:enquiries@scotcourts.gov.uk)

Telephone

+44 1312252525

Country

United Kingdom