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Tender

23-62 Media Buying

University of Wolverhampton

F02: Contract notice

Notice identifier: 2023/S 000-032375

Procurement identifier (OCID): ocds-h6vhtk-04111c

Published 1 November 2023, 5:52pm

Section I: Contracting authority

I.1) Name and addresses

University of Wolverhampton

MX Building, Camp Street

Wolverhampton

WV1 1AD

Email

procurement@wlv.ac.uk

Telephone

+44 1902321000

Country

United Kingdom

Region code

UKG - West Midlands (England)

Internet address(es)

Main address

www.wlv.ac.uk

Buyer's address

<https://wlv.bravosolution.co.uk/>

I.3) Communication

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

<https://wlv.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://wlv.bravosolution.co.uk/>

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

23-62 Media Buying

Reference number

23-62

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Wolverhampton ('the University') is tendering for media buying to positively contribute to its image as a major regional/national and International HEI.

The University requires media buying services and account management for the regional, national, and international (off-line and online) advertising campaigns it runs throughout the year and 'job' recruitment advertising, which is of equal importance to the University and should be treated as such.

II.1.5) Estimated total value

Value excluding VAT: £3,500,000

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
- 79341100 - Advertising consultancy services

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

Main site or place of performance

Telford, Wolverhampton, Walsall

II.2.4) Description of the procurement

The University of Wolverhampton ('the University') is tendering for media buying to positively contribute to its image as a major regional/national and International HEI.

The scope of the contract includes but is not limited to the following services: media buying, media and brand communication and brand management.

There will be an amount of media buying for 'job' recruitment advertising, this will not be a huge spend but must be treated with the same level of importance as the rest of account.

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: £3,500,000

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

Start date

1 February 2024

End date

31 January 2027

This contract is subject to renewal

Yes

Description of renewals

optional 12 month extensions. Contract to be reviewed during contract term.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for up to 12 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.2.14) Additional information

Although this project will not be funded via EU Funds, we are advising bidders that the service may be used by Funded Projects during the course of the contract.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Selection criteria as stated in the procurement documents.

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

Selection criteria as stated in the procurement documents

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 2023

Local time

6:00pm

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 2023

Local time

6:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

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

All correspondence must be via the University e-tendering portal -
<https://wlv.bravosolution.co.uk/>

Contact direct with the University may not receive a response.

VI.4) Procedures for review

VI.4.1) Review body

University of Wolverhampton

St Peters Square

Wolverhampton

WV1 1LY

Email

procurement@wlv.ac.uk

Country

United Kingdom

Internet address

<https://www.wlv.ac.uk>

