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Tender

Digital Advertising Agency Services

Arts University Bournemouth

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-034950

Procurement identifier (OCID): ocds-h6vhtk-055317

Published 25 June 2025, 10:29am

Scope

Description

Arts University Bournemouth (AUB) is a specialist higher education institution dedicated exclusively to the study of creative subjects. We are seeking a Digital Advertising Agency to develop, implement, and manage our digital advertising strategies, with the primary goals of enhancing brand visibility, driving student recruitment across all levels, and effectively promoting the University's diverse range of courses and programmes. The contract is scheduled for a term of three years, with an option to extend for two periods of 12 months each, at AUB's sole discretion.

This Prequalification Questionnaire (PQQ) is the first stage of our procurement process. The information provided in your responses will help us assess your suitability and experience to meet AUB's strategic requirements for this opportunity. Only those agencies demonstrating the strongest alignment with our needs will be invited to participate in the Invitation to Tender (ITT) stage.

Total value (estimated)

- £200,000 excluding VAT
- £240,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 22 October 2025 to 22 October 2028
- Possible extension to 22 October 2029
- 4 years, 1 day

Description of possible extension:

one year extension option

Main procurement category

Services

CPV classifications

- 79341200 - Advertising management services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
 - Voluntary, community and social enterprises (VCSE)
-

Submission

Enquiry deadline

18 July 2025, 12:00pm

Submission type

Requests to participate

Deadline for requests to participate

18 July 2025, 12:00pm

Submission address and any special instructions

<https://www.mytenders.co.uk/>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Suppliers to be invited to tender

2 to 5 suppliers

Selection criteria:

Quality

Award decision date (estimated)

10 October 2025

Award criteria

Name	Description	Type	Weighting
Experience with Higher Education Student Recruitment	Clarity, depth, and relevance of described experience in higher education student recruitment digital advertising.	Quality	35.00%
Comprehensive Digital Advertising Capabilities	Confirms presence of core capabilities across stated platforms (PPC, paid social, display, video) and the extent of in-house expertise vs. reliance on third parties.	Quality	25.00%
Data-Driven Performance and Reporting	Clarity of the agency's methodology for measuring campaign success, integration of data, and the nature of reporting and insights provided.	Quality	25.00%
Agency Fee Structure Approach	Clarity and flexibility of the typical fee structure approach. Indicates commercial compatibility	Quality	15.00%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

This procurement process is a two-stage, competitive, and flexible one. Stage one involves pre-qualification, while stage two, the Invitation to Tender (ITT), will incorporate a presentation and negotiation phase.

Justification for not publishing a preliminary market engagement notice

As the scope of work is straightforward and the market is well-developed, running a Preliminary Market Engagement (PME) would not add value and would only prolong the process.

Documents

Associated tender documents

<https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilderFileDownload.aspx?id=604104>

Prequalification Questionnaire

<https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilderFileDownload.aspx?id=604114>

Conflict of Interest

Documents to be provided after the tender notice

the documents will be publish via Mytender portal

Contracting authority

Arts University Bournemouth

- Public Procurement Organisation Number: PVCG-5182-VTDJ

Wallisdown

Dorset

BH12 5HH

United Kingdom

Contact name: Okechukwu Umeokafor

Telephone: +441202533011

Email: procurement@aub.ac.uk

Website: <http://www.aub.ac.uk/>

Region: UKK24 - Bournemouth, Christchurch and Poole

Organisation type: Public authority - sub-central government