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Tender

## **Media Buying Services**

LEEDS TRINITY UNIVERSITY

F02: Contract notice

Notice identifier: 2023/S 000-035059

Procurement identifier (OCID): ocds-h6vhtk-041d52

Published 28 November 2023, 12:30pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

LEEDS TRINITY UNIVERSITY

Brownberrie Lane,Horsforth

LEEDS

LS185HD

#### **Contact**

Lyndsay Glasper

#### **Email**

[l.glasper@leedstrinity.ac.uk](mailto:l.glasper@leedstrinity.ac.uk)

#### **Telephone**

+44 1132837100

#### **Country**

United Kingdom

**Region code**

UKE42 - Leeds

**Companies House**

6305220

**Internet address(es)**

Main address

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

Buyer's address

<https://neupc.delta-esourcing.com/>

**I.3) Communication**

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

<https://neupc.delta-esourcing.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://neupc.delta-esourcing.com/>

**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**

Media Buying Services

Reference number

PFB042LTU

#### **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 is seeking to appoint an experienced supplier for the provision of media buying services.

One of the University's main challenges is growth in student numbers and we are competing for this growth in an increasingly competitive higher education environment.

The fundamental issue from a marketing and communications perspective is therefore to improve the awareness and perception of Leeds Trinity University leading to increased student numbers.

Instruction and accessing the tender documents:

The procurement will be conducted exclusively via the university's e-tendering website, where all documentation can be found and downloaded:

<https://neupc.delta-esourcing.com/members/leeds-trinity-university/>

Accessing a Tender Opportunity via the university's e-tendering website:

Once you have created a supplier profile, to respond to an opportunity, click 'Response Manager' or 'View Invites and Responses'. You will then be presented with a list of all opportunities your organisation has previously worked on and will be given the option of viewing current invites or entering the access code to begin responding to a new

opportunity.

Notes:

Project: PFB042LTU Media Buying Services

Access Code: 55CVNK6942

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,875,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKE4 - West Yorkshire

#### **II.2.4) Description of the procurement**

The University is seeking to appoint an experienced supplier for the provision of media buying services.

One of the University's main challenges is growth in student numbers and we are competing for this growth in an increasingly competitive higher education environment.

The fundamental issue from a marketing and communications perspective is therefore to improve the awareness and perception of Leeds Trinity University leading to increased student numbers. The following strategy therefore needs to drive all activity:

- Drive Awareness - Make audiences aware of Leeds Trinity University
- Drive Trial to Open Days and/or Apply to Leeds Trinity University - Make audiences experience what Leeds Trinity University has to offer
- Drive Conversion - Make audiences select Leeds Trinity University as their 1st choice
- Drive Advocacy - Make audiences be brand ambassadors of Leeds Trinity University

Instruction and accessing the tender documents:

The procurement will be conducted exclusively via the university's e-tendering website, where all documentation can be found and downloaded:

<https://neupc.delta-esourcing.com/members/leeds-trinity-university/>

Accessing a Tender Opportunity via the university's e-tendering website:

Once you have created a supplier profile, to respond to an opportunity, click 'Response Manager' or 'View Invites and Responses'. You will then be presented with a list of all opportunities your organisation has previously worked on and will be given the option of viewing current invites or entering the access code to begin responding to a new opportunity.

Notes:

Project: PFB042LTU Media Buying Services

Access Code: 55CVNK6942

#### **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: £2,875,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Tenders for a superseding arrangement will likely be invited 6 months before the expiry of this agreement.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

1. The agreement will be effective immediately upon award.
2. The agreement will be subject to annual review and will be renewed subject to satisfactory performance and continued demand.
3. The intended duration of the agreement is five years.
4. Following the initial term, the university reserves the right to further extend the agreement by 2 periods of 12 months, subject to supplier performance and continued demand.

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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

5 January 2024

Local time

5:00pm

#### **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

5 January 2024

Local time

5:01pm

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## **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.4) Procedures for review**

#### **VI.4.1) Review body**

Leeds Trinity University

Leeds

Email

[l.glasper@leedstrinity.ac.uk](mailto:l.glasper@leedstrinity.ac.uk)

Country

United Kingdom