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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

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

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:

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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.

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

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

Country

United Kingdom