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Tender

Media Planning and Buying for Reputation, Business Engagement and Student Recruitment Marketing

Sheffield Hallam University

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

Notice identifier: 2025/S 000-048138

Procurement identifier (OCID): ocids-h6vhtk-05866c

Published 12 August 2025, 3:53pm

Scope

Reference

2425-02-RCM-LJ

Description

The University requires a media planning and buying agency to assist in achieving its strategic marketing and student recruitment objectives, which include:

- ? delivering student recruitment success and engagement across the prospective student journey in line with academic and financial targets Home and International
- ? raising the profile and enhancing the reputation of the University through institutional positioning and research impact
- ? promoting the University brand and Sheffield city to achieve stand out and cut through in our competitive marketplace
- ? generating business leads through business engagement activity to support

apprenticeship, placement, KTP and other institutional objectives

? Measuring and optimising all activity using data and insights to ensure our activities are relevant and impactful

The agency will proactively support and work in partnership with the University's Marketing Directorate. In scope are all media planning and buying activities across Prospective Student Recruitment marketing and all brand level marketing as well as lead generation business to business marketing, paid search activity and social media campaigns across all audiences.

Total value (estimated)

- £10,416,667 excluding VAT
- £12,500,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 12 January 2026 to 11 January 2029
- Possible extension to 11 January 2031
- 5 years

Description of possible extension:

Initial term of 3 years followed by one possible extension of 2 further years

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services

Contract locations

- UKE32 - Sheffield

Submission

Enquiry deadline

29 August 2025, 12:00pm

Submission type

Requests to participate

Deadline for requests to participate

12 September 2025, 12:00pm

Submission address and any special instructions

Tender docs will be available via Sheffield Hallam University's In-Tend site <https://in-tendhost.co.uk/sheffieldhallamuniversity>

Tenderers will need to be registered on this site in order to view documents and submit bids

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

15 December 2025

Award criteria

Name	Type	Weighting
Quality	Quality	60%
Price	Price	35%
Social Value	Quality	5%

Other information**Conflicts assessment prepared/revised**

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

The procurement will be conducted using a Competitive Flexible Procedure comprising two stages.

Stage 1 - Conditions of Participation

All interested suppliers must complete the Procurement Specific Questionnaire (PSQ), which will include assessment against mandatory and discretionary exclusion grounds, financial and legal capacity, and technical ability to perform the Contract. The top four suppliers who meet the participation requirements will be invited to Stage 2.

Stage 2 - Final Tender Submission

Qualified suppliers will receive the Invitation to Tender (ITT), final specifications, and associated documents. Final Tenders will be invited. Scored interviews and/or presentations will be held on Monday 10th November as part of the evaluation.

Outcome and Contract Award

Following evaluation of final submissions, the preferred bidder will be identified. All suppliers from Stage 2 will be notified of the outcome. A mobilisation plan will be agreed with the preferred bidder, and the contract will then be awarded.

Contracting authority

Sheffield Hallam University

- UK Register of Learning Providers (UKPRN number): 10005790

- Public Procurement Organisation Number: PVMW-4512-JZYY

City Campus

Sheffield

S1 1WB

United Kingdom

Email: strategicprocurement@shu.ac.uk

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

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government