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Tender

BED-9 - Bath College - Media Buying, Planning & Digital Marketing Services

Bath College

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

Notice identifier: 2025/S 000-048375

Procurement identifier (OCID): ocds-h6vhtk-0586fc

Published 13 August 2025, 12:18pm

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Scope

Reference

BED-9

Description

Overview

Bath College is inviting proposals from experienced media and marketing agencies to support our in-house marketing team with media buying, planning, and digital marketing services. This includes both traditional and digital advertising channels.

- Contract Duration: 24 months

- Possible Extension: 12 months (subject to performance review)

- Estimated Annual Value: £100,000 (including VAT)
- Location Focus: Bath and North Somerset

We are looking for a partner who can deliver value for money, demonstrate creativity and strategic thinking, and work collaboratively with our team to enhance our visibility and engagement across the region.

What We Need

We are seeking a full-service media partner who can:

- Plan and buy media across a wide range of platforms, including:
 - Billboards (paper and digital)
 - Bus and rail station ads
 - Cinema and poster sites
 - Radio and TV advertising
 - Print (leaflets, brochures)
 - Experiential and event marketing
 - Door drops and telemarketing
- Support digital marketing, including:
 - Paid ad campaigns (Google, social media, etc.)
 - Strategic input and campaign planning
 - Ad hoc digital support and training for our team
- Collaborate closely with our in-house marketing and digital teams to:
 - Align campaigns with our brand and goals
 - Share insights and performance data
 - Provide creative feedback and asset reviews

- Deliver quarterly reviews to evaluate campaign performance, identify improvements, and plan future activity.

We value a partner who is proactive, strategic, and committed to a long-term relationship-not just a transactional service provider.

Key Requirements

Your proposal should clearly demonstrate:

- Relevant experience in media buying and planning, especially in the education or public sector.
- Digital marketing expertise, including training and upskilling internal teams.
- Understanding of brand strategy and how to integrate offline and online campaigns.
- Collaborative approach, with clear communication and dedicated account management.
- Transparent pricing, including any rebates or markups from media owners.

We also expect a commitment to sustainability, equality, diversity, and inclusion, in line with Bath College's values.

Submission Checklist

To be considered, your submission must include:

Completed Selection Questionnaire (SQ), see attached documents

Responses to Quality and Social Value Questions, see attached documents

Completed Pricing Document, see attached documents

Signed Conflict of Interest Declaration, see attached documents

For full information regarding this tender, please review all attached documents.

Commercial tool

Establishes a framework

Total value (estimated)

- £100,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 October 2025 to 30 September 2027
- 2 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Framework

Maximum number of suppliers

Unlimited

Maximum percentage fee charged to suppliers

0%

Framework operation description

Proposals will be evaluated based on the following weighted criteria:

Media Buying & Digital Expertise - 60%

Social Value (e.g. local impact, apprenticeships) - 10%

Presentation (for shortlisted bidders) -10%

Pricing (value for money, transparency) - 20%

Shortlisted bidders will be invited to present their approach to a live brief related to our recruitment campaign.

More information can be found in attached documents.

Award method when using the framework

With competition

Contracting authorities that may use the framework

Establishing party only

Participation

This procurement is reserved for

UK suppliers

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

24 August 2025, 11:59pm

Tender submission deadline

31 August 2025, 11:59pm

Submission address and any special instructions

Please submit all questions to: Laura.King@bathcollege.ac.uk (Finance & Contract Business Partner), these will be forwarded to relevant parties.

Bid submissions to be sent to Procurement@bathcollege.ac.uk

Tenders may be submitted electronically

No

Award criteria

Please review document titled: Media Buying Tender Quality Questions for full breakdown of criteria.

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[BED-9 - Bath College.zip](#)

ZIP file includes following:

Invitation to tender (BED-9)

Conflict of Interest

Media Buying Tender Quality Questions

Timeline

Contracting authority

Bath College

- UK Register of Learning Providers (UKPRN number): 10001465
- Public Procurement Organisation Number: PVHZ-7995-LJXV

Avon Street

BATH

BA1 1UP

United Kingdom

Email: laura.king@bathcollege.ac.uk

Region: UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Organisation type: Public authority - sub-central government