

United Kingdom-Birmingham: Marketing services
OJ S 161/2021 20/08/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Birmingham City University

Postal address: <https://www.delta-esourcing.com/suppliers/tender-opportunities/>, 15

Bartholomew Row, University House

Town: Birmingham

NUTS code: UKG31 Birmingham

Postal code: B5 5JU

Country: United Kingdom

Contact person: Birmingham City University

E-mail: Claire.Donnely@bcu.ac.uk

Telephone: +44 01213317677

Internet address(es):

Main address: <http://bcu.ac.uk>

Address of the buyer profile: www.bcu.ac.uk

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

PS005A Strategic Planning Media Buying

Reference number: 00000417

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Birmingham City University is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, cinema, radio, online (including SEM, programmatic, DAX, GDN, Native), social media (including Facebook,

Instagram, Twitter, Snapchat) and Education Channels (including UCAS, WhatUni, The Student Room, IDP Connect). Please note that the University has an outdoor media supplier therefore, outdoor media buying is excluded from this opportunity. This contract will be for a period of 3 years with an option to extend for a further period of 2 years for the total of a 5-year contract term. Please note, this tender opportunity is the next stage of the process following the issue of the early engagement PIN notice, issued on 2 February 2020 to understand the market and the capacity within that to start early engagement with suppliers.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 000 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKG31 Birmingham

Main site or place of performance: Birmingham

II.2.4. Description of the procurement

Birmingham City University is looking for a full service strategic planning and media buying agency. Working with the university to plan, manage and report on all strategic marketing campaigns across a range of channels and platforms such as TV, VoD, cinema, radio, online (including SEM, programmatic, DAX, GDN, Native), social media (including Facebook, Instagram, Twitter, Snapchat) and Education Channels (including UCAS, WhatUni, The Student Room, IDP Connect). Please note that the University has an outdoor media supplier therefore, outdoor media buying is excluded from this opportunity. This contract will be for a period of 3 years with an option to extend for a further period of 2 years for the total of a 5-year contract term. Please note, this tender opportunity is the next stage of the process following the issue of the early engagement PIN notice, issued on 2 February 2020 to understand the market and the capacity within that to start early engagement with suppliers.

II.2.5. Award criteria

Quality criterion - Name: Technical weighting / Weighting: 70

Cost criterion - Name: Management Fee / Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: <https://www.delta-esourcing.com/delta/buyers/tenders/viewTenderStatus.html?id=497389970>

II.2.14. Additional information

ERDF Grant Funding

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure Accelerated procedure Justification:

This tender opportunity is the next stage of the procurement process following the issue of a PIN Notice on 2 February 2020 for a market engagement event.

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 048-114840](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: PS005A

Title:

Strategic Marketing & Media Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Agden Limited

National registration number: 07199718

Postal address: 2 Chapel Court, 42 Holly Walk

Town: Leamington Spa

NUTS code: UKG31 Birmingham

Postal code: CV32 4YS

Country: United Kingdom
Internet address: <https://www.adgenuk.com>
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 5 000 000,00 GBP
Total value of the contract/lot: 4 000 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Estimated timing of re-procurement is for a 3 years initial term with the option to extend up to a maximum of 2 year for a total of 5 years

In all correspondence, please quote our reference: 21-436608-001
(your reference: TED85/2021-338146).

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=619360996>

GO Reference: GO-2021817-PRO-18751364

VI.4. Procedures for review

VI.4.1. Review body

Official name: Birmingham City University
Postal address: 15 Bartholomew Row
Town: Birmingham
Postal code: B55 JU
Country: United Kingdom
Internet address: <http://bcu.ac.uk>

VI.4.2. Body responsible for mediation procedures

Official name: Royal Courts of Justice
Postal address: Strand
Town: London
Postal code: WC2A 2LL
Country: United Kingdom

VI.5. Date of dispatch of this notice

17/08/2021