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Tender

Campaign Advertising Services

Leicester College

F02: Contract notice

Notice identifier: 2021/S 000-000350

Procurement identifier (OCID): ocids-h6vhtk-0288b2

Published 8 January 2021, 12:35pm

Section I: Contracting authority

I.1) Name and addresses

Leicester College

Welford Road

Leicester

LE2 7LW

Email

ewale@leicestercollege.ac.uk

Telephone

+44 1162244075

Country

United Kingdom

NUTS code

UKF21 - Leicester

Internet address(es)

Main address

<http://www.lec.ac.uk/>

Buyer's address

<http://www.lec.ac.uk/>

I.3) Communication

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

<https://suppliers.multiquote.com>

Additional information can be obtained from another address:

Leicester College

Welford Road

Leicester

LE2 7LW

Email

ewale@leicestercollege.ac.uk

Telephone

+44 1162244075

Country

United Kingdom

NUTS code

UKF21 - Leicester

Internet address(es)

Main address

<http://www.lec.ac.uk/>

Buyer's address

<http://www.lec.ac.uk/>

Tenders or requests to participate must be submitted electronically via

<https://suppliers.multiquote.com>

Tenders or requests to participate must be submitted to the above-mentioned address

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**

Campaign Advertising Services

Reference number

CA8154 - Marketing 01

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

Services to identify and advertise to target market and attract students to College courses.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

II.2.4) Description of the procurement

Leicester College is one of the country's largest general FE colleges with some 20,000 students.

We are inviting tenders to provide a range of paid for advertising, booking and fulfilment services; but not graphic design or course guide production.

The three year framework agreement covers a broad range of advertising services for campaigns - a minimum of 12 campaigns per academic year - to drive traffic to the website and support recruitment. The types of campaign include but are not limited to:

- Open days/events minimum 4
- Clearing
- Apply now (post GCSE results)
- Professional training/B2B
- Adult part-time courses

We are actively seeking to work with a company who will put forward innovative and

effective ideas for advertising channels.

An estimated budget for these campaigns would be circa £100,000 per annum.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 1

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

26 February 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

26 February 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

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