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Contract

## **Provision of Content and a new STEM based digital platform**

Greater Birmingham and Solihull Institute of Technology

F03: Contract award notice

Notice identifier: 2023/S 000-000888

Procurement identifier (OCID): ocids-h6vhtk-034574

Published 11 January 2023, 5:27pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Greater Birmingham and Solihull Institute of Technology

C/O Solihull College and University Centre

Solihull

B91 1SB

#### **Contact**

Procurement

#### **Email**

[procurement@solihull.ac.uk](mailto:procurement@solihull.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

**National registration number**

12189062

**Internet address(es)**

Main address

<https://www.gbsiot.ac.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Provision of Content and a new STEM based digital platform

Reference number

GBSIoT\_0822

**II.1.2) Main CPV code**

- 72212100 - Industry specific software development services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

GBSIoT wishes to build and develop a new digital platform to engage, inspire and support young people in particular, but not exclusively, to engage with, access and progress into,

the exciting range of careers, apprenticeship and education opportunities available to them across the Advanced Manufacturing and Engineering, or Digital professions across the Birmingham and Solihull locality. The platform needs to be live in time for a March 2023 delivery and work will not commence before the end October 2022. Taking account of key specialisms and to ensure all proposals can be considered the requirement has been broken into two lots as follows: Lot 1: Content creation (for platform and to inform marketing strategy) Lot 2: Platform development

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1,000,000

### **II.2) Description**

#### **II.2.1) Title**

Content Creation

Lot No

Lot 1

#### **II.2.2) Additional CPV code(s)**

- 22462000 - Advertising material
- 80420000 - E-learning services
- 92110000 - Motion picture and video tape production and related services
- 92111200 - Advertising, propaganda and information film and video-tape production
- 92112000 - Services in connection with motion-picture and video-tape production
- 79341200 - Advertising management services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services
- 79634000 - Career guidance services
- 79342200 - Promotional services

- 79961100 - Advertising photography services
- 79341000 - Advertising services
- 92111000 - Motion picture and video production services
- 92111210 - Advertising film production

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

Greater Birmingham and Solihull Institute of Technology 'GBS IoT' Hub - see <https://www.gbsiot.ac.uk/>

### **II.2.4) Description of the procurement**

Content creation for the new STEM based digital platform. Imperative that content must clearly and effectively target the right populous and be compatible with the Platform (lot 2) Delivery required by 31 March 2023. Collaborative working with GBS IoT, the discovery phase partner (procured separately) and the platform developer tendered under Lot 2. This requirement is part of a larger GBSIoT project. As such the total budget for the development period ending 31.03.23 cannot be exceeded. An indicative budget of £200k inclusive of VAT has been allocated for the content creation and platform development in the initial period. It is expected that the split between Lot 1 and Lot 2 will be approx. 50:50. In the event that the proposed solutions exceed the indicative guide budget the GBSIoT would still actively encourage a tender response to enable further dialogue to take place (subject to a full assessment of tendered responses and overall budget performance).

### **II.2.5) Award criteria**

Quality criterion - Name: Proposal / Weighting: 65

Price - Weighting: 35

### **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

## **II.2) Description**

### **II.2.1) Title**

Platform development

Lot No

Lot 2

### **II.2.2) Additional CPV code(s)**

- 30211300 - Computer platforms
- 79340000 - Advertising and marketing services
- 48100000 - Industry specific software package
- 72243000 - Programming services
- 48000000 - Software package and information systems
- 72211000 - Programming services of systems and user software
- 72212000 - Programming services of application software
- 72310000 - Data-processing services
- 48221000 - Internet browsing software package
- 48190000 - Educational software package
- 48983000 - Development software package
- 48211000 - Platform interconnectivity software package
- 72400000 - Internet services
- 72200000 - Software programming and consultancy services
- 72260000 - Software-related services

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

Greater Birmingham and Solihull Institute of Technology 'GBS IoT' - see <https://www.gbsiot.ac.uk/>

#### **II.2.4) Description of the procurement**

Development of a digital platform to support accessibility to vocational skills opportunities related to STEM-based careers in Advanced Manufacturing and Engineering, or Digital professions. Acting as a 'one stop shop' it is envisaged that the platform will incorporate a range of different interactive technological and digital experiences and content. Delivery required by 31 March 2023. Collaborative working with GBS IoT, the discovery phase partner (procured separately) and the content creator tendered under Lot 1. This requirement is part of a larger GBSIoT project. As such the total budget for the development period ending 31.03.23 cannot be exceeded. An indicative budget of £200k inclusive of VAT has been allocated for the content creation and platform development in the initial period. It is expected that the split between Lot 1 and Lot 2 will be approx. 50:50. In the event that the proposed solutions exceed the indicative guide budget the GBSIoT would still actively encourage a tender response to enable further dialogue to take place (subject to a full assessment of tendered responses and overall budget performance).

#### **II.2.5) Award criteria**

Quality criterion - Name: Proposal / Weighting: 65

Price - Weighting: 35

#### **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

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## **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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-022626](#)

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## **Section V. Award of contract**

### **Contract No**

Lot 1: Content Creation

### **Lot No**

1

### **Title**

Content Creation for a STEM Based platform

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 October 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 11

Number of tenders received from SMEs: 10

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: 11

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

HTF Media Ltd T/A Method in Motion

Jointworks 62-64 Albion Street

Birmingham

B31 3EA

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

National registration number

8353002

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Twice As Narce LTD

Narce Media (Unit 7) 137 Newhall Street

Birmingham

B3 1SF

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

National registration number

11283673

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

The Inspirational Learning Group

Stafford Education & Enterprise Park, Weston Road

Stafford

ST18 0BF

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

National registration number

10044187

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £500,000

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## **Section V. Award of contract**

### **Contract No**

Lot 2: Platform development

### **Lot No**

2

### **Title**

Creation of digital STEM based platform

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 November 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 7

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: 7

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

#### **V.2.3) Name and address of the contractor**

The Inspirational Learning Group

Stafford Education & Enterprise Park, Weston Road

Stafford

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

National registration number

10044187

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £500,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

GBS IoT

C/O Solihull College and University Centre

Solihull

B91 1SB

Country

United Kingdom

Internet address

<https://www.gbsiot.ac.uk/>

