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Opportunity

Provision of Communication, Marketing and Web Hosting Services for the Children's Social Work Matters Programme.

Barnsley Metropolitan Borough Council

F02: Contract notice

Notice reference: 2021/S 000-001026

Published: 19 January 2021, 8:20am

Section I: Contracting authority

I.1) Name and addresses

Barnsley Metropolitan Borough Council

Westgate Plaza One, Westgate

Barnsley

S70 2DR

Contact

Mrs Charlotte Watson

Email

Charlottewatson@barnsley.gov.uk

Telephone

+44 1226787533

Country

United Kingdom

NUTS code

UKE - YORKSHIRE AND THE HUMBER

Internet address(es)

Main address

<https://www.yortender.co.uk>

Buyer's address

<https://www.yortender.co.uk>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

www.yortender.co.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.yortender.co.uk

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Communication, Marketing and Web Hosting Services for the Children's Social Work Matters Programme.

Reference number

DN518622

II.1.2) Main CPV code

- 72413000 - World wide web (www) site design services

II.1.3) Type of contract

Services

II.1.4) Short description

Key services required include, but are not limited to; hosting and content management of two websites (public facing) namely CSWM and Social Care Matters along with a private secure portal (OurCSWM), and to securely host these as well as the Teaching Partnerships (TPs) microsites along with ongoing management of Our CSWM App (incl. software/license fees).

Services will include marketing materials, webinars, stakeholder events, regional conferences.

To support the Programme Manager in; planning events, merchandising, research, survey and focus groups.

II.1.5) Estimated total value

Value excluding VAT: £280,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support
- 73000000 - Research and development services and related consultancy services

II.2.3) Place of performance

NUTS codes

- UKE - YORKSHIRE AND THE HUMBER

II.2.4) Description of the procurement

The selected Applicant will need to demonstrate the following: 3.4.1. A track record of digital expertise especially in web site development and management (including facilitating webinars, online/offline events, and ongoing management of the App). 3.4.2. The ability to work with the representatives from the fifteen (15) Partner Organisations which make up the consortium. 3.4.3. SEO competence with the ability to develop and implement an SEO strategy within budget. 3.4.4. Social media and digital marketing expertise 3.4.5. The ability to provide new approaches which compliments the existing strategy, building on what has already been achieved to date. 3.4.6. Sound communications and stakeholder engagement knowledge and experience 3.4.7. Copywriting and content planning skills and ability to help raise a positive profile of social work amongst key target audiences. 3.4.8. The Campaign has been largely digital in nature due to the large geographic coverage of the Partner Organisations relative to the budget. We believe the on-going campaign will be digital but it does not exclusively have to be so. We are therefore seeking an agency that has necessary digital experience and can provide wider integrated communications experience as media channels are not defined. A critical part of the campaign is evaluation. Agencies will therefore be expected to consider evaluation within the overall proposal and budget.

Maintenance of the websites and portal. 4.1. It is expected that the successful agency will maintain the website and private portal and will ensure that they are accessible and up and running at all times. Maintenance work should be planned and carried out at the least disruptive time to our website visitors. 4.2. The successful agency will host the four Teaching Partnership websites and provided ad-hoc support/advice to the website owners, who manage content themselves. 4.3. In addition – with a budget of up to £10K per year allocated from the overall contractual budget, the agency will host, manage and develop the Innovation Children's Services website and portal, including editorial and content upload at

pre-agreed intervals throughout the year.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75

Price - Weighting: 25

II.2.6) Estimated value

Value excluding VAT: £280,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The contract is initially for 24 months.

The contract has 2 x 12 month extensions available these are funding dependent.

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 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.2.2) Time limit for receipt of tenders or requests to participate

Date

16 February 2021

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

16 February 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

THE High Court

London

Country

United Kingdom

Internet address

www.yortender.co.uk