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Tender

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

Barnsley Metropolitan Borough Council

F02: Contract notice

Notice identifier: 2021/S 000-001026

Procurement identifier (OCID): ocids-h6vhtk-028b58

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](mailto: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](http://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](http://www.yortender.co.uk)

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

Regional or local authority

**I.5) Main activity**

General public services

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## **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

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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.2.2) 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

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## **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](http://www.yortender.co.uk)