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Tender

Philanthropic Campaign Consultancy

Durham University

F02: Contract notice

Notice identifier: 2021/S 000-002711

Procurement identifier (OCID): ocds-h6vhtk-0291fe

Published 10 February 2021, 1:11pm

Section I: Contracting authority

I.1) Name and addresses

Durham University

South Road

DURHAM

DH13LE

Contact

Lyndsay Glasper

Email

lyndsay.glasper@durham.ac.uk

Country

United Kingdom

NUTS code

UKC14 - Durham CC

Internet address(es)

Main address

www.dur.ac.uk

Buyer's address

<http://events.transaxions.com/service.aspx?event=6819>

I.3) Communication

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

<http://events.transaxions.com/service.aspx?event=6819>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://events.transaxions.com/service.aspx?event=6819>

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

Philanthropic Campaign Consultancy

Reference number

ITT20-013

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Durham University is seeking to appoint one or more fundraising consultants to support the transition from Phase I to Phase II of its ambitious philanthropic campaign, Durham Inspired. Key areas of focus are development and feasibility work, ongoing campaign monitoring and adhoc work around campaign communications and the relaunch of the annual giving programme.

II.1.5) Estimated total value

Value excluding VAT: £227,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Campaign Phase II Feasibility Study

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKC14 - Durham CC

II.2.4) Description of the procurement

There are 2 parts to this lot.

Part 1 requires a feasibility study culminating in a report reviewing phase I of Durham Inspired and evidencing feasibility for phase II .

Part 2 is optional and will be based upon requirement and supplier performance. This aspect of the work is ongoing campaign monitoring.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £83,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Renewals will be dependent upon whether extensions are taken

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

A further 3 extensions of 12 months are available, subject to supplier performance and requirement.

II.2) Description

II.2.1) Title

Campaign Communications

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKC14 - Durham CC

II.2.4) Description of the procurement

The supplier will offer ad hoc support with campaign-related communications, enabling us to push out campaign stories across different media.

Tasks will include:

- The development of press releases.
- The identification of appropriate imagery.
- Finalising and disseminating communications linked to campaign gifts.

- Establishment and tracking of targets to measure the impact of campaign-related communications on strategic priorities.

We expect there to be a variety of opportunities over the next four years, so we invite communications specialists to bid for a place in our framework.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £120,000

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

Renewal expected January 2025, if required.

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Annual Fund Strategy Development and Execution

Lot No

3

II.2.2) Additional CPV code(s)

- 73220000 - Development consultancy services
- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKC14 - Durham CC

II.2.4) Description of the procurement

Acting on a review already completed, the supplier(s) will support a newly-appointed Annual Giving Manager to develop and execute an innovative and ambitious annual giving strategy, focused on both the acquisition and retention of donors at the low-to mid-levels (up to £10,000).

This will include oversight of the delivery of any proposed appeals, which may include:

- Telephone appeals
- Direct mail
- Email
- Social media
- Crowdfunding initiatives
-

Support may include the preparation of data for appeals, the management (through software where relevant) of appeals-based fundraising, support with the integration of data into Raiser's Edge and the analysis of appeal performance against agreed metrics.

Suppliers will be expected to lead on the implementation of initiatives and work to clear targets in collaboration with the Annual Giving Manager. More than one supplier may be appointed if areas of specialism are distinct - we ask suppliers to indicate which annual giving

area they can best support.

We expect there to be a variety of opportunities over the next four years, so we invite suppliers to bid for a place in our framework.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £24,000

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

Renewal expected January 2025, subject to requirement.

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: 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

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

15 March 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: 2 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

16 March 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: January 2025

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

VI.4) Procedures for review

VI.4.1) Review body

University of Durham

University Office

Durham

DH1 3LE

Country

United Kingdom

Internet address

www.dur.ac.uk

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

This authority will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. The communication will be in the form of a letter which will be issued electronically. The letter will provide a full debrief and contact details should a tenderer wish to appeal

the decision. The timescale for appeals will be detailed in the letter. If an appeal regarding the award of a contract has not been successfully resolved the Public Contracts Regulations 2006 (SI 2006 No 5) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the

High Court (England, Wales and Northern Ireland). Any such action must be brought promptly (generally within 3 months). Where a contract has not been entered into the court may order the settling aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the court may only award damages.