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Tender

## **The Provision of Digital Marketing Services**

City of Glasgow College

F02: Contract notice

Notice identifier: 2024/S 000-003102

Procurement identifier (OCID): ocds-h6vhtk-0396d9

Published 30 January 2024, 3:59pm

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

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

City of Glasgow College

190 Cathedral Street

Glasgow

G4 0RF

#### **Contact**

Danielle Gough

#### **Email**

[danielle.gough@cityofglasgowcollege.ac.uk](mailto:danielle.gough@cityofglasgowcollege.ac.uk)

#### **Telephone**

+44 1413755251

#### **Country**

United Kingdom

**NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00453](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00453)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

**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**

The Provision of Digital Marketing Services

Reference number

CS/COGC/22/33

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The College's Marketing Department develops, implements and evaluates strategic marketing activities to position and promote City of Glasgow College locally, regionally, nationally and internationally.

The main focus of this activity is student recruitment, supporting commercial income generation, and building brand awareness with key audience groups.

To support the College's in-house team in delivering their marketing strategy, they are seeking to appoint a Digital Marketing Partner to work with their in-house team to deliver on college priority areas.

#### **II.1.5) Estimated total value**

Value excluding VAT: £400,000

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

This contract is divided into lots: No

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

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

- 79342000 - Marketing services

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

NUTS codes

- UKM82 - Glasgow City

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

The College's Marketing Department develops, implements and evaluates strategic marketing activities to position and promote City of Glasgow College locally, regionally, nationally and internationally.

The main focus of this activity is student recruitment, supporting commercial income generation, and building brand awareness with key audience groups.

To support the College's in-house team in delivering their marketing strategy, they are seeking to appoint a Digital Marketing Partner to work with their in-house team to deliver on college priority areas.

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

Quality criterion - Name: Case Study / Weighting: 15

Quality criterion - Name: Staffing / Weighting: 10

Quality criterion - Name: Exit Strategy / Weighting: 10

Quality criterion - Name: Community Benefits / Weighting: 4

Quality criterion - Name: Fair Work Practices / Weighting: 2

Quality criterion - Name: Equality & Diversity / Weighting: 2

Quality criterion - Name: Carbon Emissions - Net Zero by 2040 / Weighting: 2

Quality criterion - Name: Presentation / Weighting: 15

Price - Weighting: 40

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The contract has an option to extend for a further 12 months

#### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Please refer to Part 4 B Economic and Financial Standing of the SPD

The College will use the following ratios to evaluate a bidder's financial status.

Bidders must confirm within their response to the relevant question within the 'Qualification envelope' that as a minimum, 2 out of the 3 ratios can be met and what the value of each ratio is.

Where 2 out of the 3 ratios cannot be met, the College may take the undernoted into consideration when assessing financial viability and the risk to the College, providing that the Bidder can supply evidence to substantiate any of the mitigating criteria. This list is not exhaustive and other criteria may be considered where proposed by a bidder as mitigating factors:

Would the bidder have passed the checks if prior year accounts had been used?

Were any of the poor appraisal outcomes 'marginal'?

Does the bidder operate in a market which, traditionally, requires lower liquidity or higher debt finance?

Does the bidder have sufficient reserves to sustain losses for a number of years?

Does the bidder have a healthy cash-flow?

Is the bidder profitable enough to finance the interest on its debt?

Is most of the bidder's debt owed to group companies?

Is the bidder's debt due to be repaid over a number of years, and affordable?

Have the bidder's results been adversely affected by 'one off costs' and / or 'one off accounting treatments'?

Do the bidder's auditors (where applicable) consider it to be a 'going concern'?

Will the bidder provide a Parent Company Guarantee?

Is the bidder the single supplier/source of the Goods/Works/Services in the marketplace?

The College will obtain an Equifax Report or similar financial verification systems to validate the information provided.

Please refer to Part 4 B

Bidders must confirm they can provide the following supporting evidence prior to award:

Employer's (Compulsory) Liability Insurance = 5,000,000 GBP

Product Liability Insurance = 5,000,000 GBP

Public Liability Insurance = 10,000,000 GBP

Professional Liability Insurance = 2,000,000 GBP

Minimum level(s) of standards possibly required

The 3 financial ratios to be evaluated are:

Profitability - this is taken as profit after tax but before dividends and minority interests. If a company makes a profit then it is a pass for this ratio;

Liquidity - this is calculated as current assets less stock and work in progress, divided by current liabilities. If the answer is greater than or equal to 'one' then it is a pass for this ratio;

Gearing - this is calculated as the total external secured borrowing (short term and long term) divided by shareholder funds expressed as a percentage. If the answer is less than or equal to 100% it is considered a pass for this ratio.

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to

performing the contract

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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: [2023/S 000-000940](#)

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

Date

29 February 2024

Local time

5:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

29 February 2024

Local time

5:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 26014.  
For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:756617)

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

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

Glasgow Sherriff and Justice of the Peace Court

Glasgow

G5 9DA

Email

[glasgow@scotcourts.gov.uk](mailto:glasgow@scotcourts.gov.uk)

Country

United Kingdom