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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

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

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

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

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

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

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

Country

United Kingdom