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Tender

City of Wolverhampton College Advertising and Marketing Services

City of Wolverhampton College

F02: Contract notice

Notice identifier: 2023/S 000-006299

Procurement identifier (OCID): ocids-h6vhtk-03adf5

Published 3 March 2023, 1:42pm

The closing date and time has been changed to:

20 March 2023, 12:00pm

See the [change notice](#).

Section I: Contracting authority

I.1) Name and addresses

City of Wolverhampton College

Wellington Road Campus, Wellington Road

Wolverhampton

WV14 6BT

Email

dassa@wolvcoll.ac.uk

Telephone

+44 1902317517

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

<https://www.wolvcoll.ac.uk/>

Buyer's address

<https://www.wolvcoll.ac.uk/>

I.3) Communication

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

<https://suppliers.multiquote.com>

Additional information can be obtained from another address:

City of Wolverhampton College

Wellington Road Campus, Wellington Road

Wolverhampton

WV14 6BT

Email

dassa@wolvcoll.ac.uk

Telephone

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<https://www.wolvcoll.ac.uk/>

Buyer's address

<https://www.wolvcoll.ac.uk/>

Tenders or requests to participate must be submitted electronically via

<https://suppliers.multiquote.com>

Tenders or requests to participate must be submitted to the above-mentioned address

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

City of Wolverhampton College Advertising and Marketing Services

Reference number

CA11975 - Advertising and Marketing Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

City of Wolverhampton College is looking to work with a marketing agency to support the marketing team to run two years of advertising campaigns. The overall aim of the activity will be to create awareness of City of Wolverhampton College (and our key messages around defining futures) within our catchment areas across the year, in order to increase student application and enrolment numbers.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

- UKG3 - West Midlands

Main site or place of performance

West Midlands

II.2.4) Description of the procurement

City of Wolverhampton College is looking to work with a marketing agency to support the marketing team to run two years of advertising campaigns. The overall aim of the activity will be to create awareness of City of Wolverhampton College (and our key messages around defining futures) within our catchment areas across the year, in order to increase student application and enrolment numbers.

The service provision will require the selected agency to develop and manage a multi-channel advertising campaign to support the marketing team in driving student applications and enrolment numbers.

This will include, but is not limited to:

- Campaign planning to allocated budget
- Media buying
- Account management
- Offering a process for the college to provide campaign artwork
- Advice and guidance on optimising ad artwork and copy
- Reporting, analysis and optimisation of campaigns to ensure maximum effectiveness and best value for money

II.2.5) Award criteria

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

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

Duration in months

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

College Procurement Policy

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

36 month(s) from the commencement date, with 24 initial month(s) and option to extend 1x12 month(s)

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

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

Restricted procedure

Accelerated procedure

Justification:

Service requirements for the organisation.

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

Originally published as:

Date

17 April 2023

Local time

12:00pm

Changed to:

Date

20 March 2023

Local time

12:00pm

See the [change notice](#).

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

English

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

City of Wolverhampton College

City of Wolverhampton College, Bilston Campus

BILSTON

WV14 6BT

Email

procurement@wolvcoll.ac.uk

Telephone

+44 1902317517

Country

United Kingdom