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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): ocds-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](mailto: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](mailto:dassa@wolvcoll.ac.uk)

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Buyer's address

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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

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## **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

36

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

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## **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

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## **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



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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**

City of Wolverhampton College

City of Wolverhampton College, Bilston Campus

BILSTON

WV14 6BT

Email

[procurement@wolvcoll.ac.uk](mailto:procurement@wolvcoll.ac.uk)

Telephone

+44 1902317517

Country

United Kingdom