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Award

## Digital Marketing Partnership

City of Glasgow College

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-006737

Procurement identifier (OCID): ocids-h6vhtk-02a1c2

Published 31 March 2021, 5:32pm

### Section I: Contracting authority/entity

#### I.1) Name and addresses

City of Glasgow College

190 Cathedral Street

Glasgow

G4 0RF

#### Email

[deborah.fagan@cityofglasgowcollege.ac.uk](mailto:deborah.fagan@cityofglasgowcollege.ac.uk)

#### Telephone

+44 1413755176

#### 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.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**

Digital Marketing Partnership

Reference number

CS/CoGC/21/09

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

- 48190000 - Educational software package

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

Supplies

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

The Digital Marketing for Practitioners programme provides a fully supported, online digital marketing programme that increases confidence & capabilities in implementing digital marketing, whilst also providing certification.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £62,000

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

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

- 48190000 - Educational software package

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

NUTS codes

- UKM82 - Glasgow City

Main site or place of performance

City of Glasgow College, 190 cathedral Street, Glasgow, G4 0RF

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

The Digital Marketing for Practitioners programme provides a fully supported, online digital marketing programme that increases confidence & capabilities in implementing digital marketing, whilst also providing certification.

Our partnering organisation are providing course content and the hosting of this content on their LMS (Docebo). Whilst the Docebo platform is available elsewhere and as a stand-alone LMS, the cost of implementation would far exceed the costs associated with this project.

Our partners are the only supplier who can provide both of the expertise required for course content and the hosting platform in one service. They also have a range of additional copyrighted course content which presents a unique opportunity to scale our digital learning offer, quickly.

#### **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 IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

No other providers were sought in the creation of this partnership or agreement. A relationship was established whereby both parties agreed that there were opportunities that were mutually beneficial to both parties. Assessing both organisations' goals and

capabilities we agreed to:

- To work collaboratively to improve the provision of online learning programmes;
- Develop collaborations to design, create and implement online learning programmes in a range of subject areas;
- Establish joint programmes to promote employability, career development and employment opportunities within the areas of Digital, Marketing, Climate and any others identified as appropriate by both parties;

This mixture of expertise that can be offered by Jump Digital Ltd is not available from other suppliers. Current course content is copyrighted by Jump Digital Ltd. The partnership served as a grounding that would allow our team to achieve our objectives, as well as helping reduce development costs internally for such an activity. Savings can be made in:

- Course development;
- Preparing course materials for online delivery (e.g. video production);
- Maintenance of LMS system;
- Content updates;
- Technical support.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract/concession**

### **Contract No**

CS/CoGC/21/09

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

22 March 2021

**V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor/concessionaire**

Jump Digital Ltd

Duart House, Finch Way

Bellshill

ML4 3PR

Telephone

+44 1698744590

Country

United Kingdom

NUTS code

- UKM84 - North Lanarkshire

The contractor/concessionaire is an SME

Yes

**V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Initial estimated total value of the contract/lot/concession: £1

Total value of the contract/lot/concession: £62,000

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## **Section VI. Complementary information**

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=649484](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=649484).

(SC Ref:649484)

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

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

Glasgow Sheriff Court and Justice of the Peace Court

Glasgow

Country

United Kingdom