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Tender

Campaign Planning & Delivery, Strategic Student Recruitment & Creative Agency Glasgow Caledonian University (GCU)

Glasgow Caledonian University

F02: Contract notice

Notice identifier: 2022/S 000-007439

Procurement identifier (OCID): ocids-h6vhtk-0323a9

Published 18 March 2022, 2:50pm

Section I: Contracting authority

I.1) Name and addresses

Glasgow Caledonian University

70 Cowcaddens Road

Glasgow

G4 0BA

Contact

Leanne Irvine

Email

Leanne.Irvine@gcu.ac.uk

Telephone

+44 1413313578

Country

United Kingdom

NUTS code

UKM82 - Glasgow City

Internet address(es)

Main address

<http://www.gcu.ac.uk/procurement>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00195

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publictendersscotland.publiccontractsscotland.gov.uk

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

Campaign Planning & Delivery, Strategic Student Recruitment & Creative Agency
Glasgow Caledonian University (GCU)

Reference number

GC-MKT-2022-01

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The University is seeking a Contractor for campaign planning and delivery, strategic student recruitment & creative agency services. The University require an agency that is equipped to provide effective, measurable and proven strategic recruitment solutions and campaigns through expertise in the HE sector, media buying market and digital and social technologies and content creation/development.

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

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

Main site or place of performance

Glasgow Caledonian University

II.2.4) Description of the procurement

The University is seeking a Contractor for campaign planning and delivery, strategic student recruitment & creative agency services. The University require an agency that is equipped to provide effective, measurable and proven strategic recruitment solutions and campaigns through expertise in the HE sector, media buying market and digital and social technologies and content creation/development.

II.2.5) Award criteria

Quality criterion - Name: Methodology / Weighting: 30

Quality criterion - Name: Added Value and Innovation / Weighting: 30

Quality criterion - Name: Key Personnel / Weighting: 10

Quality criterion - Name: Sustainable Procurement – University Values / Weighting: 5

Price - Weighting: 25

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

Potential for 24 Month extension

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

With reference to SPD question 4B.5, it is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below;

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

-Employer's (Compulsory) Liability Insurance = 5 Million GBP

-Professional Liability Insurance = 1 Million GBP

With reference to SPD question 4B.6 - The successful bidder will be required to provide 2 years audited accounts, or equivalent prior to Contract award, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format

Minimum level(s) of standards possibly required

With reference to SPD question 4B.5, it is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below;

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

-Employer's (Compulsory) Liability Insurance = 5 Million GBP

-Professional Liability Insurance = 1 Million GBP

With reference to SPD question 4B.6 - The successful bidder will be required to provide 2 years audited accounts, or equivalent prior to Contract award, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format

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

Date

19 April 2022

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

19 April 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Next iteration will be tendered when this contract is due to expire.

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 20955. For more information see:

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

(SC Ref:687464)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court

PO Box 23, 1 Carlton Place

Glasgow

G5 9DA

Telephone

+44 1414298888

Country

United Kingdom