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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): ocds-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](mailto: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](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](http://www.publictendersscotland.publiccontractsscotland.gov.uk)

**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**

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

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## **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

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## **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

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## **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