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Contract

## **Campaign Advertising Services**

Leicester College

F03: Contract award notice

Notice identifier: 2021/S 000-008583

Procurement identifier (OCID): ocds-h6vhtk-0288b2

Published 22 April 2021, 9:46am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Leicester College

Welford Road

Leicester

LE2 7LW

#### **Email**

[ewale@leicestercollege.ac.uk](mailto:ewale@leicestercollege.ac.uk)

#### **Telephone**

+44 1162244075

#### **Country**

United Kingdom

#### **NUTS code**

UKF21 - Leicester

**Internet address(es)**

Main address

<http://www.lec.ac.uk/>

Buyer's address

<http://www.lec.ac.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 Advertising Services

Reference number

CA8154 - Marketing 01

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

- 79341400 - Advertising campaign services

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

Services

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

Services to identify and advertise to target market and attract students to College courses.

#### **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: £300,000

## **II.2) Description**

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

NUTS codes

- UKF21 - Leicester

Main site or place of performance

Leicester

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

Leicester College is one of the country's largest general FE colleges with some 20,000 students.

We are inviting tenders to provide a range of paid for advertising, booking and fulfilment services; but not graphic design or course guide production.

The three year framework agreement covers a broad range of advertising services for campaigns - a minimum of 12 campaigns per academic year - to drive traffic to the website and support recruitment. The types of campaign include but are not limited to:

- Open days/events minimum 4
- Clearing
- Apply now (post GCSE results)
- Professional training/B2B
- Adult part-time courses

We are actively seeking to work with a company who will put forward innovative and effective ideas for advertising channels.

An estimated budget for these campaigns would be circa £100,000 per annum.

#### **II.2.5) Award criteria**

Quality criterion - Name: Service quality and ideas / Weighting: 60.00%

Cost criterion - Name: Cost / Weighting: 40.00%

#### **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

Open procedure

#### IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

#### 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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-000350](#)

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## Section V. Award of contract

### Contract No

CA8154

### Title

Campaign Advertising Services

A contract/lot is awarded: Yes

### V.2) Award of contract

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

22 April 2021

#### V.2.2) Information about tenders

Number of tenders received: 14

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

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

Forward And Thinking Ltd

82 York Road ,

Market Weighton

YO43 3EF

Email

[alison@forwardandthinking.com](mailto:alison@forwardandthinking.com)

Telephone

+44 1430236200

Fax

+44 1430236200

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

Internet address

[www.forwardandthinking.com](http://www.forwardandthinking.com)

The contractor is an SME

Yes

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

Total value of the contract/lot: £300,000

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## **Section VI. Complementary information**

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

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

Leicester College

Welford Road

Leicester

LE2 7LW

Email

[ewale@leicestercollege.ac.uk](mailto:ewale@leicestercollege.ac.uk)

Telephone

+44 1162244075

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