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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

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

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

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](#)

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

Telephone

+44 1430236200

Fax

+44 1430236200

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

Internet address

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Leicester College

Welford Road

Leicester

LE2 7LW

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ewale@leicestercollege.ac.uk

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