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Contract

The Provision of Digital Marketing Services

City of Glasgow College

F03: Contract award notice

Notice identifier: 2024/S 000-016299

Procurement identifier (OCID): ocds-h6vhtk-0396d9

Published 23 May 2024, 11:47am

Section I: Contracting authority

I.1) Name and addresses

City of Glasgow College

190 Cathedral Street

Glasgow

G4 0RF

Contact

Danielle Gough

Email

danielle.gough@cityofglasgowcollege.ac.uk

Telephone

+44 1413755251

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

The Provision of Digital Marketing Services

Reference number

CS/COGC/22/33

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The College's Marketing Department develops, implements and evaluates strategic marketing activities to position and promote City of Glasgow College locally, regionally, nationally and internationally.

The main focus of this activity is student recruitment, supporting commercial income generation, and building brand awareness with key audience groups.

To support the College's in-house team in delivering their marketing strategy, they are seeking to appoint a Digital Marketing Partner to work with their in-house team to deliver on college priority areas.

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: £400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The College's Marketing Department develops, implements and evaluates strategic marketing activities to position and promote City of Glasgow College locally, regionally, nationally and internationally.

The main focus of this activity is student recruitment, supporting commercial income generation, and building brand awareness with key audience groups.

To support the College's in-house team in delivering their marketing strategy, they are seeking to appoint a Digital Marketing Partner to work with their in-house team to deliver on college priority areas.

II.2.5) Award criteria

Quality criterion - Name: Case Study / Weighting: 15

Quality criterion - Name: Staffing / Weighting: 10

Quality criterion - Name: Exit Strategy / Weighting: 10

Quality criterion - Name: Community Benefits / Weighting: 4

Quality criterion - Name: Fair Work Practices / Weighting: 2

Quality criterion - Name: Equality & Diversity / Weighting: 2

Quality criterion - Name: Carbon Emissions - Net Zero by 2040 / Weighting: 2

Quality criterion - Name: Presentation / Weighting: 15

Price - Weighting: 40

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.1.8) 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: [2024/S 000-003102](#)

Section V. Award of contract

Contract No

CS/COGC/22/33

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 May 2024

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Big Think Agency

5th Floor, The Wheatsheaf Building, 52 Speirs Wharf

Glasgow

G4 9TJ

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

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

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:767377)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sherriff and Justice of the Peace Court

Glasgow

G5 9DA

Email

glasgow@scotcourts.gov.uk

Country

United Kingdom