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Tender

## **The Provision of Marketing Services for Glasgow Kelvin College**

Glasgow Kelvin College

F02: Contract notice

Notice identifier: 2024/S 000-019148

Procurement identifier (OCID): ocds-h6vhtk-0471c3

Published 21 June 2024, 11:21am

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

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

Glasgow Kelvin College

123 Flemington St

Glasgow

G21 4TD

#### **Contact**

Alice Ng

#### **Email**

[ang@glasgowkelvin.ac.uk](mailto:ang@glasgowkelvin.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

<https://www.glasgowkelvin.ac.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA22362](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA22362)

**I.3) Communication**

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

**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**

The Provision of Marketing Services for Glasgow Kelvin College

Reference number

GKC-PFB-005

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

- 79342000 - Marketing services

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

Services

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

Glasgow Kelvin College is seeking Contractor(s) for the provision of Marketing Services (Public Relations, Digital Marketing & Social Media Management)

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Glasgow Kelvin College

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

Glasgow Kelvin College is seeking Contractor(s) for the provision of Marketing Services (Public Relations, Digital Marketing & Social Media Management).

The Contractor shall provide services covering the planning, project delivery and evaluation of Marketing Services (Public Relations, Digital Marketing and Social Media Management).

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The College reserves the right to extend the Contract for a further two years subject to satisfactory performance and continued College requirements.

#### **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**

Minimum level(s) of standards possibly required

Please refer to question 4B.5 of the SPD and Economic and Financial standing section of the Contract Notice.

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

Employer's (Compulsory) Liability Insurance = 5 000 000 GBP

Professional Indemnity Insurance = 2 000 000 GBP

Public Liability Insurance = 2 000 000 GBP

To demonstrate and evidence suitable economic standing, successful Contractors will be required to provide 2 years audited accounts, or equivalent if awarded the contract.

#### **III.1.3) Technical and professional ability**

Minimum level(s) of standards possibly required

Please refer to Question 4C.1.2 of the SPD. Bidders are required to provide 2 examples in the last 3 years to demonstrate that they have relevant experience to deliver the services as described. To be accepted, the examples provided must be of a similar size and nature to the College's requirements, especially in relation to the target audience, nature of the activity/campaign and budget.

Please refer to Question 4C.4 of the SPD - Prompt Payment in the Supply Chain. Bidders are required to provide a statement of the relevant supply chain management and/or tracking systems use as requested below: Tenderers must confirm prior to award that they have (or have access to) the relevant supply chain management and tracking systems to ensure a resilient and sustainable supply chain. This will include confirmation that they have systems in place to pay contractors through the supply chain promptly and effectively and provide evidence when requested of:

a) their standard payment terms

b) > or equal to 95% of all supply chain invoices being paid on time (in accordance with the terms of the contract) in the last financial year.

If the tenderer is unable to confirm (b) they must provide an improvement plan signed by their director which improves payment performance.

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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

22 July 2024

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

22 July 2024

Local time

1:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

## **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**

Form of Tender

Tenderers must sign the Form of Tender - Appendix A prior to award to confirm that their Tender Response is a complete, true and accurate submission.

Freedom of Information

Please confirm that you will be in a position to complete, prior to award, Appendix B - Freedom of Information (if applicable) in the Technical Questionnaire in PCS-Tender. This information should only be submitted if applicable at point of award. It is for information only and will not be scored.

Sustain Supply Chain Code of Conduct

In partnership with Institutions, the Authority has developed a Sustain Supply Chain Code of Conduct- Appendix D which sets out its expected standards for its supply chain in social, ethical and environmental compliance. Tenderers must complete the Sustain Supply Chain Code of Conduct prior to award to assist in achieving its objectives.

GDPR Contractor Assessment Form

General Data Protection Regulations have been deemed relevant to this Framework Agreement. The Tenderer must sign complete and sign Appendix F - GDPR Contractor Assessment Form prior to award to be appointed to the Framework Agreement.

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 55181. For more information see:

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

A sub-contract clause has been included in this contract. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2363>

Community benefits are included in this requirement. For more information see:  
<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

The Contractor will work with the College to deliver Community Benefits or Social Value where they are identifiable throughout the term of the Contract. Examples of Community Benefits or Social Value are providing training opportunities to Staff and Students via placements or internships, apprenticeships or any sponsoring and investment in the local community related to the Contract activity. Bidders will make proposals around these as part of their tender submission and once agreed by the College, will become a contractual obligation for the Contractor.

(SC Ref:768377)

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

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

Glasgow Sheriff Court

1 Carlton Place

Glasgow

G5 9DA

Email

[ang@glasgowkelvin.ac.uk](mailto:ang@glasgowkelvin.ac.uk)

Telephone

+44 1414298888

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/glasgow-sheriff-court-and-justice-of-the-peace-court>



