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Tender

## **Bishop Burton College - Marketing and Communication Support Services**

Bishop Burton College

F02: Contract notice

Notice identifier: 2021/S 000-019496

Procurement identifier (OCID): ocds-h6vhtk-02d397

Published 11 August 2021, 4:22pm

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

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

Bishop Burton College

Bishop Burton

Beverley

HU17 8QG

#### **Contact**

Pauline Harrison

#### **Email**

[pauline.harrison@bishopburton.ac.uk](mailto:pauline.harrison@bishopburton.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKE11 - Kingston upon Hull, City of

**Internet address(es)**

Main address

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

**I.3) Communication**

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

<https://in-tendhost.co.uk/educationportal/asp/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/educationportal/asp/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

**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**

Bishop Burton College - Marketing and Communication Support Services

Reference number

BBC000070

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

- 79342000 - Marketing services

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

Services

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

We're seeking to appoint suppliers across 10 Lots to deliver marketing support and promotional services for Bishop Burton College (including Riseholme College). It's expected these suppliers will be innovative, creative and responsive with a track record of developing and delivering outstanding strategic and tactical marketing activity - from design and artwork, through to copywriting and photography.

#### **II.1.5) Estimated total value**

Value excluding VAT: £660,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

#### **II.2.1) Title**

Integrated creative marketing agency with media buying

Lot No

1

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

- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We're seeking to appoint a small number of experienced full-service agencies to provide ongoing support to Bishop Burton College. Working alongside College staff as an extension of the in-house team, the agencies will be expected to execute dynamic and inspiring campaigns across the course of the contract period.

Lot 1 (a) - Campaign Management - Support could include (but is not limited to):? Idea creation and research ? Campaign development - from conception to design and artwork stage, copywriting and strategic campaign planning? Integrated campaign planning to include digital ? Media planning and buying (see below)? Project management and delivery ? Implementation of campaign plan ? Monitoring, evaluation and feedback

Lot 1 (b) - Media Buying Scope of work could include (but is not limited to):? Regional advertising campaigns (East Yorkshire and North Lincolnshire) ? Offline and online media ? Recruitment advertising? Accurately placed paid-for media ? Understanding the audience and platforms available - nationally, regionally and locally ? Specialist campaigns - industry specific ? Helping us to achieve our aims and objectives for both individual campaigns and contributing to the wider comms and business objectives ? Excellent reporting and monitoring? First class account management

**II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6) Estimated value**

Value excluding VAT: £372,000

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

Duration in months

24

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Creative agency

Lot No

2

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

- 79342000 - Marketing services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We're seeking to appoint a small number of exceptional creative agencies to provide ongoing support to Bishop Burton College as a strategic creative partner. Working with the in-house team, the agencies will be expected to develop outstanding creative strategies across the course of the contract period to deliver long term business growth for Bishop Burton College. Support could include (but is not limited to):? Elevating the College's brand positioning ? Development of the creative strategy ? Creating eye-catching and inclusive recruitment adverts? Development of the Bishop Burton College

brand to drive objectives ? Strategic creative planning to include digital - from ideas and conception to execution ? Project management and delivery ? Monitoring, evaluation and feedback

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £40,000

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

Duration in months

24

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Digital campaign planning & management

Lot No

3

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

- 79342000 - Marketing services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We're looking to add to our framework agencies and organisations experienced at digital content creation and social media management, covering both live events and ongoing annual campaigns i.e. summer recruitment drive. The scope of work may include (but is not limited to): ? Attendance at a live event to capture live footage/ content for social media? Strategy for investigating and developing channels on new platforms for emerging new audiences i.e. HE provision ? Email marketing automation content plan? Evaluation of engagement? Social media strategy and campaign planning ? Social media auditing, evaluation and recommendations? Social media outreach

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £30,000

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

Duration in months

24

This contract is subject to renewal

No

## **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

## **II.2) Description**

### **II.2.1) Title**

Design & Artwork

Lot No

4

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

- 79342000 - Marketing services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We are seeking to appoint a small number of design agencies or freelance graphic designers to provide support with design and artwork across the contract period. Design of effective marketing, communications tools and promotional materials will be used across both print and digital platforms. Graphic design and artwork to include (but not limited to):? Advertising (online and offline formats) ? Development of visual identity and branding collateral ? Brand guidelines ? Posters ? Leaflets ? Templates ? Stationery ? Infographics? Annual reports? Promotional collateral i.e. merchandise? POS structure ? Exhibition equipment? Programmes ? E-newsletter templates ? Handbooks

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £45,000

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

Duration in months

24

This contract is subject to renewal

No

## **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

## **II.2) Description**

### **II.2.1) Title**

Print & Production

Lot No

5

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

- 79342000 - Marketing services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We're looking to add a range of printers to our framework of suppliers who can help us deliver our printing requirements. Printing requirements to include (but not limited to):?

Prospectuses ? Leaflets ? Course booklets? Personalised direct mail ? Handbooks ?  
Bespoke print items? Postage and fulfilment (if required)

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £40,000

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

Duration in months

24

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Exhibitions and signage

Lot No

6

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

- 79342000 - Marketing services
- 34928470 - Signage

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We're looking to add a range of suppliers to our framework to support us with our exhibitions and signage requirements. Exhibitions and signage requirements to include (but not limited to):? On and off-campus signage? Window and floor vinyls? POS signage? Recruitment event dressing ? Installation of signage

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £10,000

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

Duration in months

24

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Promotional Materials

Lot No

7

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

- 79342000 - Marketing services
- 39294100 - Information and promotion products

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

Over the course of the contract the marketing team will need to seek support from a specialist company for the production of promotional marketing materials and merchandise. This could be used as giveaways for a freshers fair or at a public open day. They may also be used for staff engagement. We're looking to engage a dynamic supplier who can turn things around quickly and offer us creative solutions for our promotional needs. Promotional requirements could include (but are not limited to): ? Pens? Pencils? Tote bags? Car/window stickers ? Mugs? Travel mugs ? Drinks bottles? Notebooks? Notepads? Calendar? Keyring? Mousemat? Coaster? Badges? Umbrella? Clothing - T-shirt, hoodies, hats

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £10,000

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

Duration in months

24

This contract is subject to renewal

No

**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

**II.2) Description**

**II.2.1) Title**

PR and copywriting services

Lot No

8

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

- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

In order to achieve our marketing and communications objectives over the next 2 years, we're looking to enlist the support of exceptional PR and copywriting agencies to help us share our story with new and existing audiences and stakeholders. Services required may include (but are not limited to):? PR for events - media invites, management of press on-site, etc? Editing and proofreading ? Copywriting: case studies, feature writing, marketing copy, programme copy, website copy, blog posts and newsletters ? Marketing campaign, advertising copy and promotional messaging ? Researching, writing and issuing targeted press releases? Compiling media lists and contacts, media outreach and opportunities? Media monitoring, reporting and evaluation? Social media: strategy, copywriting, implementation and evaluation ? Writing media briefs ? Speech writing ? Crisis communications support

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £25,000

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

Duration in months

24

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Photography

Lot No

9

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

- 79342000 - Marketing services
- 79961000 - Photographic services

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

We're looking to create a framework of exceptional photographers who can help us bring our vision at Bishop Burton College to life, capturing everything from student imagery for our annual prospectus to press shots and open events. Scope of work could include (but is not limited to):? Event photography (e.g. welcome week / open event)? Portraiture (i.e. staff headshots)? Student and tutor photography (e.g. for prospectus / website)? Architectural photography (e.g. new building opening)? Food, drink and product photography (e.g. from the cafe/ restaurant)? Animal, equine and sports photography (e.g. working with movement)? Corporate photography ? Media calls ? Drone footage - including all licencing ? 360 degree photography ? Post production

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £20,000

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

Duration in months

24

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Videography

Lot No

10

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

- 79342000 - Marketing services
- 92112000 - Services in connection with motion-picture and video-tape production

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

NUTS codes

- UKE11 - Kingston upon Hull, City of

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

In line with our brand guidelines, we're looking to create stand-out video content and post-production services to support our communications objectives. We're looking to work with specialist suppliers who have relevant knowledge and experience working with animals,

equine and sports based content, capturing movement in an exhilarating and appropriate manner. There may be the need for corporate style films, alongside more creative campaign lead content. Scope of work could include (but is not limited to):? Events videography? Site specific film? Movement on film ? Talking heads ? Vox pops? Capturing interviews and case studies? Drone footage - including licencing ? 360 degree film ? Post production ? Art direction (desirable)? Script Writing (desirable)

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £24,000

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

Duration in months

24

This contract is subject to renewal

No

#### **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

## **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

10 September 2021

Local time

4:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

10 September 2021

Local time

4:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Bishop Burton College

Bishop Burton

Beverley

HU17 8QG

Country

United Kingdom