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Contract

## **City of Wolverhampton College Advertising and Marketing Services**

City of Wolverhampton College

F03: Contract award notice

Notice identifier: 2023/S 000-030123

Procurement identifier (OCID): ocids-h6vhtk-03adf5

Published 12 October 2023, 2:30pm

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

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

City of Wolverhampton College

Wellington Road Campus, Wellington Road

Wolverhampton

WV14 6BT

#### **Email**

[dassa@wolvcoll.ac.uk](mailto:dassa@wolvcoll.ac.uk)

#### **Telephone**

+44 1902317517

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

**Internet address(es)**

Main address

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

Buyer's address

<https://www.wolvcoll.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**

City of Wolverhampton College Advertising and Marketing Services

Reference number

CA11975 - Advertising and Marketing Services

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

City of Wolverhampton College is looking to work with a marketing agency to support the marketing team to run two years of advertising campaigns. The overall aim of the activity

will be to create awareness of City of Wolverhampton College (and our key messages around defining futures) within our catchment areas across the year, in order to increase student application and enrolment numbers.

#### **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: £106,147

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

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

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79341000 - Advertising services

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

NUTS codes

- UKG - West Midlands (England)
- UKG3 - West Midlands

Main site or place of performance

West Midlands

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

City of Wolverhampton College is looking to work with a marketing agency to support the marketing team to run two years of advertising campaigns. The overall aim of the activity will be to create awareness of City of Wolverhampton College (and our key messages around defining futures) within our catchment areas across the year, in order to increase student application and enrolment numbers.

The service provision will require the selected agency to develop and manage a multi-channel advertising campaign to support the marketing team in driving student applications and enrolment numbers.

This will include, but is not limited to:

- Campaign planning to allocated budget
- Media buying
- Account management
- Offering a process for the college to provide campaign artwork
- Advice and guidance on optimising ad artwork and copy
- Reporting, analysis and optimisation of campaigns to ensure maximum effectiveness and best value for money

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

Quality criterion - Name: QUALITY / SERVICE PROVISION / Weighting: 40.00%

Price - Weighting: 60.00%

#### **II.2.11) Information about options**

Options: Yes

Description of options

36 month(s) from the commencement date, with 24 initial month(s) and option to extend 1x12 month(s)

#### **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**

Restricted procedure

Accelerated procedure

Justification:

Service requirements for the organisation.

#### **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: [2023/S 000-006299](#)

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## **Section V. Award of contract**

### **Contract No**

CA11975

### **Title**

City of Wolverhampton College Advertising and Marketing Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

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

12 October 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

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

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

SOWDEN & SOWDEN LIMITED

HESSLE

HU13 0RU

Email

[accounts@sowden-sowden.co.uk](mailto:accounts@sowden-sowden.co.uk)

Telephone

+44 1482649311

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.sowden-sowden.co.uk](http://www.sowden-sowden.co.uk)

The contractor is an SME

No

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

Total value of the contract/lot: £106,147

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## **Section VI. Complementary information**

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

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

City of Wolverhampton College

City of Wolverhampton College, Bilston Campus

BILSTON

WV14 6BT

Email

[procurement@wolvcoll.ac.uk](mailto:procurement@wolvcoll.ac.uk)

Telephone

+44 1902317517

Country

United Kingdom