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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): ocds-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

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

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 multichannel 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

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

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

Telephone

+44 1482649311

Country

United Kingdom

NUTS code

• UK - United Kingdom

Internet address

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

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

Telephone

+44 1902317517

Country

United Kingdom