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Tender

Digital Marketing

Construction Industry Training Board

F02: Contract notice

Notice identifier: 2024/S 000-036336

Procurement identifier (OCID): ocds-h6vhtk-04b54b

Published 8 November 2024, 7:05pm

Section I: Contracting authority

I.1) Name and addresses

Construction Industry Training Board

Bircham Newton

King's Lynn

PE31 6RH

Email

cassie.mochan@gov.sscl.com

Telephone

+44 3004567000

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.citb.co.uk

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-King%27s-Lynn:-Sales%2C-marketing-and-business-intelligence-software-development-services./5XYQQN73QN>

Additional information can be obtained from the above-mentioned address

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

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Marketing

II.1.2) Main CPV code

- 72212480 - Sales, marketing and business intelligence software development services

II.1.3) Type of contract

Services

II.1.4) Short description

Digital Marketing Tool – Email, Web, SMS, Social, Events, Forms, Survey

II.1.5) Estimated total value

Value excluding VAT: £54,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Digital Marketing Tool – Email, Web, SMS, Social, Events, Forms, Survey to leverage

communications (multichannel) to employers, training groups, and adhoc learners that exist in our CRM eco system. us to communicate on mass to our audience and serves 3 brands – CITB – Go Construct – NCC

We would like to continue with the capability we currently have. Details in tender documents.

II.2.5) Award criteria

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

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

12 month optional extension

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

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

11 December 2024

Local time

5:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-King%27s-Lynn:-Sales%2C-marketing-and-business-intelligence-software-development-services./5XYQQN73QN>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/5XYQQN73QN>

GO Reference: GO-2024118-PRO-28459017

VI.4) Procedures for review

VI.4.1) Review body

Construction Industry Training Board

Sand Martin House, Bittern Way, Fletton Quays

Peterborough

PE2 8TY

Email

cassie.mochan@gov.sscl.com

Telephone

+44 3004567000

Country

United Kingdom