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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](mailto: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](http://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

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## **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

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## **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

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## **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](mailto:cassie.mochan@gov.sscl.com)

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