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Tender

Wirral Metropolitan College - The Supply of Digital Marketing Services

Wirral Metropolitan College

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-037711

Procurement identifier (OCID): ocids-h6vhtk-0559ca

Published 7 July 2025, 11:57am

Scope

Reference

CA16129

Description

The enclosed Tender provides information for consideration with respect to the Wirral Metropolitan College Contract for the Supply of Digital Marketing Services. Wirral Metropolitan College's marketing department is seeking proposals from experienced digital marketing agencies to set up, manage, and optimise its paid media campaigns across search, display, and social media channels. The successful agency will be responsible for these services from 1st September 2025 to 31st August 2027 with the option to extend for a further 12 months until 31st August 2028 . The overarching goal of these campaigns is to increase awareness of the College and its offer, whilst positively influencing enquiry and application numbers.

Total value (estimated)

- £120,000 excluding VAT
- £120,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 September 2025 to 31 August 2027
- Possible extension to 31 August 2028
- 3 years

Description of possible extension:

Description of extensions - Include the circumstances in which they could be used, and provide a breakdown if multiple extensions are possible.

Options

The right to additional purchases while the contract is valid.

Description of options - Include enough information to understand the scope of the options and the circumstances in which they could be used.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

21 July 2025, 1:00pm

Tender submission deadline

23 July 2025, 1:00pm

Submission address and any special instructions

To access this opportunity, log in to <https://suppliers.multiquote.com> and view the opportunity. If you are not registered with MultiQuote, please visit <https://suppliers.multiquote.com>, complete the registration form on the log in page and quote the title and reference of the notice in your registration.

Tenders may be submitted electronically

Yes

Award criteria

| Name | Description | Type | Weighting |
|---|---|---------|-----------|
| Technical/Quality Requirements | Technical/Quality Requirements | Quality | 50.0% |
| Price | Price | Cost | 20.0% |
| Customer Care | Customer Care | Quality | 20.0% |
| Added Value / Social Value / Sustainability | Added Value / Social Value / Sustainability | Quality | 10.0% |

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Wirral Metropolitan College

- Public Procurement Organisation Number: PJHY-2638-YYXH

Conway Park Campus, Europa Boulevard

Birkenhead

CH41 4NT

United Kingdom

Telephone: 0151 555 7777

Email: orders@wmc.ac.uk

Region: UKD74 - Wirral

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)