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Tender

The provision of Pay Per Click ("PPC") and Digital Marketing Agency Services

RNN Group

F02: Contract notice

Notice identifier: 2024/S 000-038870

Procurement identifier (OCID): ocds-h6vhtk-04c1bb

Published 3 December 2024, 11:24am

Section I: Contracting authority

I.1) Name and addresses

RNN Group

Eastwood Building Eastwood Lane

Rotherham

S65 1EG

Contact

Anna Manns

Email

anna@agmprocurement.com

Country

United Kingdom

NUTS code

UKE - Yorkshire and the Humber

Internet address(es)

Main address

<https://www.rnngroup.co.uk/>

I.3) Communication

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

<https://www.in-tendhost.co.uk/rnngroup.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.in-tendhost.co.uk/rnngroup.aspx/Home>

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

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

The provision of Pay Per Click ("PPC") and Digital Marketing Agency Services

Reference number

RNN0009

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Group is looking for an experienced Digital Marketing Agency with specific Pay Per Click ("PPC") capability to provide a full range of digital services encompassing all aspects of a campaign lifecycle (to include but not be limited to PPC, SEO, social media, content marketing, email marketing and other online advertising). Please see the Guidance document contained within the tender pack for further details

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE - Yorkshire and the Humber

II.2.4) Description of the procurement

The purpose of this tender is to seek a strategic partner to work alongside the Group's Marketing Department to drive the twin marketing objectives of RNN Group profile and recruitment across five areas School leavers , Adults , Apprentices, Higher Education / degree level learners, Commercial training / Adult Skills / distance learning. Please see the Guidance document contained within the tender pack for further details

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2025

End date

31 March 2026

This contract is subject to renewal

Yes

Description of renewals

The Group is seeking to enter a contract for an initial period of 1 year from the contract start date of 01 April 2025 with three further options to extend in annual increments (or as agreed between the parties) subject to satisfactory performance and agreement of rates to a maximum term ending 31 March 2029.

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

II.2.14) Additional information

Please note there is an opportunity to meet the team on 13.12.24 via Teams in an open forum event – should you wish to attend please register via In-tend in accordance with the instructions contained within the Guidance document in the tender pack

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Please see the Guidance document contained within the tender pack for further details

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please see the Guidance document contained within the tender pack for further details

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open 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

15 January 2025

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 1 April 2025

IV.2.7) Conditions for opening of tenders

Date

15 January 2025

Local time

12:00pm

Place

Tenders will be opened in accordance with RNN Group Financial Regulations and In-

Tend e-tendering procedures

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Subject to extension options taken it is anticipated that this opportunity will be retendered October 2028

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Please see the Guidance document contained within the tender pack for further details. Please note there is an opportunity to meet the team on 13.12.24 via Teams in an open forum event – should you wish to attend please register via In-tend in accordance with the instructions contained within the Guidance document in the tender pack

VI.4) Procedures for review

VI.4.1) Review body

RNN Group

Rotherham

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Alcatel will apply, Please see the Guidance document in the tender pack for further details.