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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](mailto: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

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## **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

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## **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

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## **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

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## **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.