

United Kingdom-London: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 22/2016 02/02/2016

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Goldsmiths, University of London

Postal address: Lewisham Way, New Cross

Town: London

Postal code: SE14 6NW

Country: United Kingdom

Contact person: As above

For the attention of: Rob Godfrey

E-mail: r.godfrey@gold.ac.uk

Telephone: +44 2079197307

Internet address(es):

General address of the contracting authority: www.gold.ac.uk

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Education

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Digital Marketing Agency Services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

NUTS code UKI London

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Goldsmiths, University of London are seeking to appoint a specialist digital marketing service agency to support student recruitment. This decision has followed a review of our marketing activity and spend over the previous year. We have taken the decision to plan our campaigns around a 'digital' first strategy.

The successful agency will deliver Goldsmiths' paid search, display, social media and key portal advertising and the review of analytics produced. This will support Goldsmiths' selection of channels, platform and content, which will help Goldsmiths' grow its online voice and meet targets.

Specifically we require a specialist higher education marketing agency who offer a wealth of experience of using digital advertising to attract and recruit students from the domestic and international markets. Using the latest digital marketing techniques alongside a deep understanding of the trends in student recruitment will mean that the successful agency are able to offer consultancy based digital solutions for each recruitment campaign and to support the Goldsmiths brand in this key area.

Furthermore, the successful agency should present a demonstrable track record of using the latest analytics software and reporting technology to demonstrate the impact of their work.

Establishing a Return on Investment (ROI) for each stage of the recruitment cycle.

The successful agency should be either in partnership with or have approved status with the key search engines and media platforms used to recruit students and be able to demonstrate that they have added value to each campaign spend.

II.1.6. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79341200 Advertising management services, 79341400 Advertising campaign services,
80300000 Higher education services, 79340000 Advertising and marketing services,
79341100 Advertising consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

See ITT documentation.

Estimated value excluding VAT:

Range: between 200 000 and 800 000 GBP

II.2.2. Information about options

Options: yes

Description of options: Possible annual extensions to the contract up to a maximum of twice.

II.2.3. Information about renewals

This contract is subject to renewal: yes

II.3. Duration of the contract or time limit for completion

Duration in months: 36 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Details provided in the Invitation to Tender.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Where a consortium or other grouping of suppliers submits a bid, such consortia or grouping must nominate a lead organisation to deal with the Authority on all matters relating to the contract. All consortium members or grouping will be required to be jointly and severally liable in respect to the obligations and liabilities relating to the contract.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Details are provided in the Invitation to Tender.

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: See Invitation to tender.

III.2.2. Economic and financial ability

List and brief description of conditions: See Invitation to tender.

Minimum level(s) of standards possibly required: Suppliers must have a minimal annual turnover of 200 000 GBP.

III.2.3. Technical and professional ability

List and brief description of conditions:

See Invitation to tender.

Minimum level(s) of standards possibly required:

See Invitation to tender.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. 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: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

TEN0340

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 28.2.2016
Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

29.2.2016 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in days: 90 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Place:

Goldsmiths, University of London

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Officers of Goldsmiths, University of London.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: Three to five years.

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

This procurement project will be conducted through the Intend e-tendering portal. Log onto the Goldsmiths Procurement portal In-Tend <https://in-tendhost.co.uk/he> to participate in this project, access documents and receive instructions on the process.

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: The Authority will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. Applicants who are unsuccessful shall be informed by the Authority as soon as possible after the decision has been made as to the reasons why the Applicant was unsuccessful. If an appeal regarding the award of the contract has not been successfully resolved, The Public Contracts Regulations 2006 (SI 2006 No. 5) provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take legal action. Any such action must be brought within the applicable limitation period. Where a contract has not been entered into, the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may, depending on the circumstances, award damages, make a declaration of ineffectiveness, order the Authority to pay a fine, and/or order that the duration of the contract be shortened. The purpose of the standstill period referred to above is to allow the parties to apply to the Courts to set aside the award decision before the contract is entered into.

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

29.1.2016