

**UK-Bristol: Marketing management consultancy services**

OJ S 96/2013 18/05/2013

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: City of Bristol College

Postal address: Ashley Down Road

Town: Bristol

Postal code: BS7 9BU

Country: United Kingdom

For the attention of: Simon Williams

E-mail: [simon.williams@cityofbristol.ac.uk](mailto:simon.williams@cityofbristol.ac.uk)

Telephone: +44 1173125111

**Internet address(es):**General address of the contracting authority: <http://cityofbristol.ac.uk>Electronic access to information: <https://in-tendhost.co.uk/cityofbristol>Electronic submission of tenders and requests to participate: <https://in-tendhost.co.uk/cityofbristol>**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**

Regional or local authority

**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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Marketing and Communication Services.

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

Services

Service category No 27: Other services

NUTS code UKK11 Bristol, City of

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

The procurement involves the establishment of a framework agreement

#### **II.1.4. Information about framework agreement**

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 10

#### **Duration of the framework agreement**

Duration in years: .3

#### **Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT:

Range: between 400 000 and 800 000 GBP

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

The City of Bristol College may be inviting Tenders for the provision of a variety marketing functions which will be divided in to a number of Lots.

The College will be keen to see responses from suppliers who can provide fresh ideas and an innovative approach to marketing who can demonstrate an expert understanding of the further education sector as well as the local area to Bristol, and can deliver the desired results. This will allow the College to focus on its core activities.

Lots available;

- Campaigns and related contact centre provision
- Event Management
- Manage and develop the Web site and Social networking communications
- Produce prospectus and other publications

This opportunity has been previously advertising using a Prior Information Notice and is utilising the accelerated restricted procedure and the permitted reduced timescales.

All Tender documents are available through the eTendering portal In-Tend and submissions must be electronically uploaded using In-Tend to be accepted.

The College reserves the right not to run any further competitions, or to award contracts for any of the Lots contained in this notice.

#### **II.1.6. CPV code(s)**

79413000 Marketing management consultancy services, 79342100 Direct marketing services, 79342000 Marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79810000 Printing services, 79800000 Printing and related services, 79824000 Printing and distribution services, 79823000 Printing and delivery services, 72400000 Internet services, 72420000 Internet development services, 72421000 Internet or intranet client application development services, 72422000 Internet or intranet server application development services, 22100000 Printed books, brochures and leaflets, 22150000 Brochures

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

The procurement is covered by the Government Procurement Agreement: no

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

#### **II.1.9. Information about variants**

Variants will be accepted: yes

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

Estimated value excluding VAT:  
Range: between 400 000 and 800 000 GBP

## **II.2.2. Information about options**

Options: no

## **II.2.3. Information about renewals**

This contract is subject to renewal: no

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

Information about lots

Lot No: 1

Lot title: Campaigns and related contact centre provision

### **1) Short description**

The City of Bristol College is seeking provision for the services of modern and up to date sales and marketing campaigns, strategy, design and implementation. Bidders will need to have a thorough understanding of national and local market segmentation, be able to show how they map and align campaigns to College strategy and how they work within the Further Education sector, especially 16 - 18 years old, Apprenticeships and adult professional and commercial existing and prospective students

### **2) CPV code(s)**

79413000 Marketing management consultancy services, 79342100 Direct marketing services, 79342000 Marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79810000 Printing services, 79800000 Printing and related services, 79824000 Printing and distribution services, 79823000 Printing and delivery services, 72400000 Internet services, 72420000 Internet development services, 72421000 Internet or intranet client application development services, 72422000 Internet or intranet server application development services, 22100000 Printed books, brochures and leaflets, 22150000 Brochures

### **3) Quantity or scope**

Estimated value excluding VAT:  
Range: between 100 000 and 250 000 GBP

### **4) Indication about different time frame or duration**

### **5) Additional information about lots**

This tender is being carried out through the eTendering system In-Tend. All documents can be downloaded, completed and uploaded through this system. No other means of submission will be accepted.

To access the documents, please register and login at <https://in-tendhost.co.uk/cityofbristol/asp/Home>

Lot No: 2

Lot title: Event Management

### **1) Short description**

The City of Bristol College is seeking provision for Event Management Services. Under the direction of the College Executive, prospective bidders will need to demonstrate how they can design, market, manage and deliver in accordance with agreed budget plans, planned and responsive events, ensuring a highly professional service which meets the needs of the College and its stakeholders.

Bidders will need to have a thorough understanding of national and local market segmentation, be able to show how they map and align to College strategy and have how this works within the Further Education sector, especially 16 - 18 years old, Apprenticeships and adult professional and commercial students

**2) CPV code(s)**

79413000 Marketing management consultancy services, 79342100 Direct marketing services, 79342000 Marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79810000 Printing services, 79800000 Printing and related services, 79824000 Printing and distribution services, 79823000 Printing and delivery services, 72400000 Internet services, 72420000 Internet development services, 72421000 Internet or intranet client application development services, 72422000 Internet or intranet server application development services, 22100000 Printed books, brochures and leaflets, 22150000 Brochures

**3) Quantity or scope**

Estimated value excluding VAT:

Range: between 100 000 and 150 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

This tender is being carried out through the eTendering system In-Tend. All documents can be downloaded, completed and uploaded through this system. No other means of submission will be accepted.

To access the documents, please register and login at <https://in-tendhost.co.uk/cityofbristol/asp/Home>

Lot No: 3

Lot title: Manage and develop the Web site and Social networking communications

**1) Short description**

The City of Bristol College wishes to procure the provision of website design services and content management system. The College also requires training for its staff and support and maintenance for the above for 3 years and any new services need to be highly accessible, secure and able to support existing software used on the current website.

The College is also looking to develop it's strategy and communications through social networking communications.

The providers should be able to demonstrate how the College can use new tools and techniques within the Social Media industry to achieve its business objectives, as well as providing up to date social networking systems for its internal and external stakeholders.

Bidders will need to have a thorough understanding of national and local market segmentation, be able to show how they map and align to College strategy and have how this works within the FE Further Education sector, especially 16 - 18 years old, Apprenticeships and adult professional and commercial students

**2) CPV code(s)**

79413000 Marketing management consultancy services, 79342100 Direct marketing services, 79342000 Marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79810000 Printing services, 79800000 Printing and related services, 79824000 Printing and distribution services, 79823000 Printing and delivery services, 72400000 Internet services, 72420000 Internet development services, 72421000 Internet or intranet client application development



- III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**
- III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**
- III.1.4. Contract performance conditions**
  - III.2. Conditions for participation**
    - III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**
    - III.2.2. Economic and financial ability**
    - III.2.3. Technical and professional ability**
    - III.2.4. Information about reserved contracts**
  - III.3. Conditions specific to services contracts**
    - III.3.1. Information about a particular profession**
    - III.3.2. Information about staff responsible for the performance of the contract**

#### **Section IV: Procedure**

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- IV.1. Type of procedure**
  - IV.1.1. Type of procedure**
    - Accelerated restricted
  - 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**
  - IV.3.2. Previous publication concerning this procedure**
    - Prior information notice**
      - Notice number in the OJ S: [2013/S 58-095771](#) of 22.3.2013
  - 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: 31.5.2013

Payable documents: no

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

31.5.2013

**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**

**IV.3.8. Conditions for opening of tenders**

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about European Union funds**

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

**VI.4.2. Review procedure**

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

**VI.5. Date of dispatch of this notice**

16.5.2013