

United Kingdom-Romford: Marketing services
OJ S 249/2014 27/12/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Redbridge College
Postal address: Little Heath, Barley Lane
Town: Romford
Postal code: RM6 4XT
Country: United Kingdom
Contact person: CEO
For the attention of: Theresa Drowley
E-mail: tdrowley@redbridge-college.ac.uk
Telephone: +44 2085487400
Fax: +44 2085487446

Internet address(es):

General address of the contracting authority: www.redbridge-college.ac.uk
Address of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA22307

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

II.1. Description

II.1.1. Title

Further Education College-Outsourced Marketing Services.

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

Services

Service category No 27: Other services

Main site or place of performance: Redbridge College, Littleheath, Romford RM6 4XT.

NUTS code UKH33 Essex CC

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

II.1.4. Short description of the contract or purchase(s)

The contract comprises of the provision of a comprehensive marketing service to the College.
The successful contractor will provide a scalable high quality service to the contracting

authority, in full compliance with the specification and conditions of the contract provided. The contract term will be for three years and the successful bidder will be evaluated on the following essential criteria:

- Evidence of 3 national brand logos attributable to the company;
- Evidence of outsourcing experience with an FE College and one other, with references for the outsourcing service.

The services will cover the following areas:

i) Account management and client services:

Contractor to provide project management; liaising with Redbridge College, suppliers, or internal departments; reporting; invoicing; understanding briefs, obtaining specs, quantities, artworks, translations, etc.

ii) Conceptual design Conceptual design:

Creating conceptual design of key visuals, defining and creating marketing communication bundles.

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iv) Design adaptation and artwork:

Developing specific materials — either new item from pre-agreed template or from existing corporate brand guidelines, or from existing master artwork versions.

v) Copywriting:

Creation of copy for marketing materials and proof reading.

vi) Public relations and corporate communications:

Planning, creating or implementing unpaid advertising for communication to the public.

vii) Copyrights, trademarks, patents, right of publicity, other proprietary rights:

Acquiring rights on behalf of Redbridge College. This may for example apply to buying rights for images used in off-line or on-line materials.

viii) Commercial print production:

Using contractor's in-house production facilities.

ix) Photography and stock images:

Using contractor's in-house photographer to provide onsite photography or product shots at contractor's studio. Supply of images from contractor's stock library.

x) Direct Mailing:

Managing databases, addressing and distribution of direct mail items using contractor's in-house facilities.

xi) Conferences, shows, and exhibitions management:

Booking and managing offsite events including holding stock of exhibition graphics, promotional items and brochures, liaising with the College suppliers and staff, following up from each event to show lead generation and events quality.

xii) Conferences, shows, and exhibitions material production:

Using contractor's own in-house production facilities to produce new exhibition stands.

xiii) Translations:

Translations sourced where appropriate for offline materials or for online activities.

xiv) Digital:

Development of online banner ads, e-mail campaigns, website development, SEO etc. Utilising contractor's in-house specialist department for fast turnaround and accurate responsive analytics.

xv) Media:

Booking space for advertisement in off-/on-line media.

xvi) Multi-Channel Communications platform:

Specialised interface for all College staff enabling them to create email, SMS and creative campaigns ready for print & place orders directly for corporate stationery and standard marketing materials. Hosted in-house with all materials stock or produced on-site, allowing for a cost effective and fast delivery.

II.1.5. CPV code(s)

79342000 Marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

Lowest price

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

TP007

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 209-370283](#) of 30.10.2014

Section V: Award of contract

Lot title: Further Education College — Outsourced Marketing Services

V.1. Date of conclusion of the contract

23.12.2014

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: N2 Visual Communications Group

Postal address: Pindar Road, Hoddesdon

Town: Herts

Postal code: EN11 0DP

Country: United Kingdom

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 288 000 GBP
excluding VAT
If annual or monthly value:
Number of years: 3

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

(MT Ref:146149).

VI.3. Procedures for review

VI.3.1. Review body

Official name: Theresa Drowley
Postal address: Redbridge College, Little Heath
Town: Romford
Postal code: RM6 4XT
Country: United Kingdom
E-mail: tdrowley@redbridge-college.ac.uk
Telephone: +44 2085487400
Fax: +44 2085487446
Internet address: www.redbridge-college.ac.uk

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

23.12.2014