

Request for quotation



RFQ087 Summer
Advertising Campaign



**BE PART
OF IT**

City College Plymouth
Kings Road, Plymouth PL1 5QG

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CONFIDENTIALITY STATEMENT

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Thank you for your consideration, City College Plymouth.

Where no notice is given, all information contained herein is Copyright 2018 City College Plymouth.

OPEN PROCEDURE

The College fully adheres to the requirements of the Public Contracts Regulations 2015, including for opportunities which are under threshold amounts.

Any Contractor who directly or indirectly canvasses any Member or Officer of the Institution, or advisor concerning the award of the contract for the provision of the services, or who directly or indirectly obtains or attempts to obtain information from any such member or Officer concerning any Tender or proposed Tender for the service will be disqualified from having his/her Tender considered.

SUBMISSION DETAILS

SUBMISSION DEADLINES

All submissions for responding to this Request for Quote must be submitted electronically, no later than:

16 March 2018

12:00 Noon

Any submissions received after this date will not be considered.

SUBMISSION QUESTIONS AND CLARIFICATIONS

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Quotation: 12 March 2018

Natalie Hockings

Procurement Officer

Phone: 01752 856 809

Email: tenders@cityplym.ac.uk

All correspondence during the Tender should be channeled via the Procurement Officer using the above details only. Bidders found to have gained an unfair advantage shall be disqualified from the current opportunity and future opportunities with the College for a minimum of four (4) years.

ELECTRONIC SUBMISSIONS

Electronic submissions in response to this Request for Quotation must meet the following criteria:

Sent via email to: tenders@cityplym.ac.uk

Document standards:

- Text must be in Microsoft Word format;
- Price tables must be in Microsoft Excel format (using pricing schedule in Appendix A);
- Supportive evidence may additionally be submitted in PDF format;
- Images, Designs, and other supporting evidence may be in either JPEG or PDF format
- Completed Appendix C Suitability Assessment & Selection Questionnaire (Including Mandatory & Discretionary Exclusions) Parts 1, 2 and 3. - *Please note this suitability assessment will not be viewed unless you are the winning tenderer. Failure at this stage may prevent the contract from being awarded.*
- Signed Agreement Acceptance and Declaration.

Please note that the College is able to accept submissions sent in a compressed or ".zip" file format, so long as the files contained meet the standards described above.

WARRANTY:

By submitting your tender bid, you are warranting to the College that you have not breached our canvassing or soliciting clause.

If any successful tenderer awarded a contract is found to have provided an inaccurate warranty, then the College reserves the right to terminate the awarded contract with immediate effect and re-tender the contract from which the successful tenderer will be excluded from re-bidding and shall be disqualified from any future opportunities for a period of four years.

INTRODUCTION AND EXECUTIVE SUMMARY

The College undertakes a number of marketing campaigns during the year. This Request for Quotation is intended to invite suppliers to Pitch for the design and execution of the College's Summer 2018 Advertising Campaign.

The summer campaign runs from July to September and is due to commence 19 July 2018.

More detailed information concerning the campaign is provided at Appendix F.

The main objective of the campaign is to raise the profile of City College Plymouth, increase enquiries, applications, enrolments and attendance at the summer recruitment events.

The opportunity will be advertised in accordance with the Public Procurement Regulations. As such the contract award will be published on Contracts Finder.

The College intends to conduct this tender under a 2 stage process. Stage 1 will be the initial assessment of your thoughts as to how you will run the campaign. This should be a one page document. In addition, you should include the Suitability and Assessment Questionnaire (Appendix C) and Acceptance of Terms and Conditions Form (Appendix G) with this submission.

From this stage a shortlist of up to 5 bidders will be identified who will be invited to the College to present their pitch in more depth, including presenting a more concise written document in support. A decision on the successful bidder will be made following assessment of the presentation and your supporting written document.

BUSINESS OVERVIEW & BACKGROUND

The College operates across two main sites within the City, our main Kings Road Site which includes a new £10m STEM building, and at Picquet Barracks.

OUR VISION ... IS WHERE OUR FUTURE LIES

We are a College with a national reputation for promoting enterprise, employability and science, technology, engineering and mathematics (STEM).

OUR MISSION ... IS WHAT WE FOCUS ON EACH AND EVERY DAY

To be the South West's leading provider of innovative, technical, professional education and training by supporting partnerships for growth, raising aspirations and fostering wealth creation

BACKGROUND

City College Plymouth is one of the largest providers of innovative, technical and professional, education in the South West with a national reputation for promoting enterprise, employability and science, technology, engineering and mathematics (STEM). The College plays a central role in the educational, cultural and economic life of the region and works with strategic partners to facilitate growth, raise aspirations and foster wealth creation.

The College was awarded the Teaching Excellence Framework Gold award for its university-level provision and its most recent Ofsted inspection confirmed that the College continues to be 'Good' with outstanding features. The College was rated first in the South West and second nationally for student satisfaction in the latest FE Choices student satisfaction survey.

City College supports the region’s employers with their award-winning Apprenticeship provision, as well as providing a range of courses and bespoke training programmes which enable employees to upskill or retrain to better support their business’ requirements. Their successful partnership working with the local business community resulted in a 99.5% satisfaction rate in the Government’s national ‘FE Choices employer satisfaction survey 2016 to 2017’ - placing them first in the country for general further education colleges.

City College Plymouth offers a wide range of academic and vocational courses in a variety of subjects. The total number of students supported by the College in 2016/17 was 12,533 - which comprised: 3,569 full-time students, including 765 higher education students and 179 non EU students; 8,964 part-time students; and 1,599 apprentices. The College also employs over 700 staff.

TIMESCALES

The timescales are as follows

Action	Date
Tender Issued	7 March 2018
Deadline for Queries	12 March 2018
Tender Response Date	16 March 2018
Top 5 supplier Selection	w/c 19 March 2018
Supplier Presentations and submission of formal written document	29 March 2018
Tender Award	2 April 2018
Campaign Project Start	9 April 2018

REQUIREMENT

The College would expect to spend approximately £25,000 on this campaign.

The Campaign will run between 19 July and 26 September 2018.

Please note due to the College's existing working relationship with Radio Plymouth and the Herald and events already planned with these organisations please do not include them as part of your media approach.

A detailed brief is provided at Appendix D, with supplementary information in Appendices E and F, but can be summarised as follows:

CAMPAIGN

Traditionally, the College has split its Summer Campaign into the following three mini campaigns:

- Exam Results Campaign (last week of July until third week of August) - targeting Year 11 school leavers
- Clearing Campaign (last three weeks of August) - targeting 18+ who didn't get the grades for university or who haven't yet considered a Foundation Degree as an alternative to university
- Late Enrolment Campaign (last three weeks of September) - generic message targeting all audiences re 'it's not too late to enrol on a course'.

TARGET AUDIENCE

The campaign should target the following audience ranges:

- 15-18 year olds (including those not in education, employment or training - NEETs).
- Key influencers of 15-18 years olds (parents).
- 18+ year olds who are interested in university-level study (Foundation Degrees and HNCs).
- 19+ year olds who are interested in part-time study (evening and short courses) to help them further their career or enter employment.

TARGET AREA

The target area for the campaign is the Plymouth travel-to-learn area, including South East Cornwall, West Devon and the South Hams.

KEY MESSAGES

We have key messages that need to be communicated as part of this campaign as detailed in **Appendix E**. Some of these are follows:

- FREE English and maths qualifications - for those who don't currently hold a grade C/4 or above
- Business skills one-day workshops
- E-learning suite of courses - learn at your own pace in the comfort of your own home/office
- Talk to lecturers/tour the facilities/receive free careers advice and guidance

WRITTEN SUBMISSION

You should provide an initial written submission, not exceeding 1 page, which outlines your thoughts on how you would run the campaign.

If you are shortlisted you will be required present your pitch to the College, supported by a formal written response (which could be in presentational format eg powerpoint) which should outline:

- Your understanding of the College, the sector, our target markets and communication channels;
- The approach you will take to meet the brief;
- Your initial thoughts on design concepts and key messaging;
- Media planning, including the media sources you intend to use for each of the sub-campaigns and timelines;
- Previous experience in conducting similar campaigns;
- Any student opportunities you would be prepared to offer such as student work experience, Apprenticeships, student talks.

Your written submission will be assessed and scored as per the table on page 10.

CAMPAIGN COST

In addition to the written submission, you should complete Appendix A, outlining the estimated costs of your proposals. These should be broken down into the various component elements and media sources. Proposals should not exceed the budget available of £25,000. Please note, all advertising on behalf of the College is VAT exempt.

Appendix A will be used to demonstrate your ability to deliver the campaign within the budget available whilst maximising media sources.

SELECTION CRITERIA

Stage 1

Undertaken by the Marketing Department based on your intended approach and how that meets the campaign requirements

Stage 2 will be scored as below:

CRITERIA WEIGHTINGS

The following weightings will be applied to the written document and your presentation:

Category	Weight
Understanding the College	10%
Approach	10%
Design concepts and messaging	30 %
Media Planning	30%
Previous Experience	10%
Student Opportunities	5%
Campaign Costs (Appendix A)	5%

SCORING METHODOLOGY

Your response to each category will be scored as follows:

Assessment	Score	Interpretation
Excellent	4	<i>Comprehensive response supported by examples Description fully supported by details that demonstrate the applicant's ability to provide the required services.</i>
Good	3	<i>Broad response supported by relevant examples. Description well supported by details that demonstrate the applicant's ability to provide the required services.</i>
Satisfactory	2	<i>Reasonable response supported by some evidence. Description adequately supported by details that demonstrate the applicant's ability to provide the required services.</i>

Poor	1	<i>Limited response not well supported by evidence. Description inadequately supported by details that demonstrate the applicant's ability to provide the required services.</i>
Unacceptable	0	<i>No response or insufficient information provided.</i>

TERMS AND CONDITIONS

This Request for Quotation and any resulting purchase order will be subject to the College's General Terms and Conditions for Purchase of Goods/Services – see Appendix B.

The College's normal business payment terms are 1-2 months from the date of invoice. Payment will become due subject to the above upon the College's full acceptance of the goods/services.

VALIDITY

Bidder's offers should be open and valid for acceptance for a period of no less than ninety [90] days from the date of submission.

FREEDOM OF INFORMATION ACT 2000

Under the Freedom of Information Act 2000 the College cannot guarantee that information provided by bidders during the course of this RFQ procedure or any resulting contract will be held a confidential. The College will not routinely release information to interested parties unless required to do so in order to meet our statutory obligations.

AGREEMENT CONDITIONS ACCEPTANCE AND DECLARATION

Bidders are required to sign and return the attached Agreement Conditions Acceptance and Declaration form, Appendix G.

SUPPORTING DOCUMENTATION

Appendix A: Pricing Schedule

Appendix B: City College Plymouth Standard Terms & Conditions

Appendix C: Suitability and Assessment Questionnaire

Appendix D: Summer Campaign Brief 2018

Appendix E: Key Messages

Appendix F: Events

Appendix G: Agreement Conditions Acceptance and Declaration Form