**UNIVERSITY OF CENTRAL LANCASHIRE**

**SPECIFICATION**

**Incl. Schedule of Requirements**

**Contract for:**

**Provision of Marketing Support – MaCaW Project**

**TENDER REF: prj\_19**

*Version: 1.1*

*Dated: August 2020*

*Prepared by: MaCaW Project Team & Procurement*

Contents

[BACKGROUND INFORMATION 3](#_Toc49428056)

[CONTRACT OVERVIEW/INFORMATION 3](#_Toc49428057)

[SECTION ONE – GENERAL GUIDANCE 5](#_Toc49428058)

[1.1 Procurement Code of Conduct 5](#_Toc49428059)

[1.2 Sustainable Procurement 5](#_Toc49428060)

[1.3 Social Value 6](#_Toc49428061)

[1.4 Equal Opportunities 6](#_Toc49428062)

[1.5 Board of Governors 6](#_Toc49428063)

[1.6 Freedom of Information Act 6](#_Toc49428064)

[SECTION TWO – TENDER PROCESS 8](#_Toc49428065)

[2.1 Cost of Tendering 8](#_Toc49428066)

[2.2 Cancellation or variation of this procurement process 8](#_Toc49428067)

[2.3 Documents 8](#_Toc49428068)

[2.4 Indicative Tender Timetable 9](#_Toc49428069)

[2.5 Site Visit 9](#_Toc49428070)

[2.6 Tender Clarification/s – Queries 9](#_Toc49428071)

[2.7 Evaluation of Tender Offers 9](#_Toc49428072)

[2.7.1 Eligibility/Mandatory 9](#_Toc49428073)

[2.7.2 Technical 9](#_Toc49428074)

[2.7.3 Value for Money 10](#_Toc49428075)

[2.7.4 Panel 10](#_Toc49428076)

[2.8 Tender Clarification Meetings 10](#_Toc49428077)

[2.9 Contract Award 10](#_Toc49428078)

[2.9.1 Contract Duration 10](#_Toc49428079)

[SECTION THREE – CONTRACT GENERALLY 11](#_Toc49428080)

[3.1 Pre-Requisite Mandatory Criteria, minimum standards and Requirements 11](#_Toc49428081)

[3.2 Key Performance Indicators (KPIs) 11](#_Toc49428082)

[3.3 Assignment of Contract 11](#_Toc49428083)

[3.4 Termination 11](#_Toc49428084)

[3.5 Sub-Contracting 11](#_Toc49428085)

[SECTION FOUR – SCOPE OF REQUIREMENTS 12](#_Toc49428086)

[SECTION FIVE – APPENDICES 13](#_Toc49428087)

# BACKGROUND INFORMATION

In 1828, the University of Central Lancashire was founded in Preston as the Institution for the Diffusion of Knowledge. ‘Ex solo ad solem’, or in translation, ‘From the Earth to the Sun’, has been its motto ever since – helping talented people from all walks of life to make the most of their potential.

Today Central Lancashire is one of the UK’s largest universities with a student and staff community approaching 38,000. Internationally the University has academic partners in all regions of the globe and it is on a world stage that the first class quality of its education was first recognised. The University has an increasingly thriving campus in Cyprus delivering UCLan programmes and original research within a Central Lancashire environment and culture.

In 2010, the University became the first UK modern Higher Education institution to appear in the QS World University Rankings. In 2016, the Centre for World University Rankings estimated Central Lancashire to be in the top 3.7 percent of all worldwide universities, highlighting the progress the institution has made in providing students with real-world learning experiences and reflecting the institution’s broad pool of academic talent.

Amongst its programme portfolio of some 400 undergraduate and 200+ postgraduate courses, the University has been at the forefront of developing degrees in emerging disciplines such as Fashion and Forensic Science to an evolving portfolio of Dentistry programmes to meet emerging sector needs. Undergraduate Medicine has now been added to that list, a course being delivered in one of the UK's most modern and inclusive Medical Schools.

# CONTRACT OVERVIEW/INFORMATION

MaCaW is a European Regional Development funded project which officially started in November 2017. The project is funded until September 2023, however operational activity end date is 30th June 2023.

The project is supporting Lancashire SMEs to reduce their carbon footprint and there is 50% match funding up to £15,000 available to qualifying companies for purchase of low carbon technology after our original analysis work.

More information on the project can be found [here](https://www.uclan.ac.uk/business_at_uclan/macaw.php)

The University are looking to engage with a marketing specialist who will assist in generating leads and sales via both social media and content marketing.

The aim is to generate leads and promote the success of the project. The contract will run from 1st November 2020 to 31st March 2023.

Requirements include but may not be limited to:

* Technical website SEO – initial and on-going
* On Page SEO – initial and on-going
* Content Marketing
	+ Refresh existing content every 2-4 weeks
	+ Additional blog content
	+ Additional content creation including video, animation and case studies
* Social media management
	+ Engage with target audience
	+ Creation of content and monthly schedule
	+ Post, schedule and manage social media campaign
	+ Increase social media following
	+ Two main accounts – Twitter and LinkedIn
	+ Reporting, analysis and recommendations
* PPC – budget £1,000 per quarter (including management fee) for paid-for advertising such as Twitter, LinkedIn, Google Adwords etc. This £1,000 is part of the £4,000 quarterly budget
	+ Proposals to include costings including management fee and expected direct spend on PPC per quarter

Links to the University’s social media can be found here:

Twitter - @macawlancs

LinkedIn - <https://www.linkedin.com/company/macaw-project>

The project has a set budget of £40,000 equating to £4,000 per quarter until 21st March 2023. Bidders must provide a detailed breakdown of the activity proposed each quarter along with the itemised cost.

**GO TO SECTION ONE: GENERAL GUIDANCE**

# SECTION ONE – GENERAL GUIDANCE

The successful bidder must be able to demonstrate that they can provide a comprehensive supply service which will satisfy the University’s operational requirements as set out in this Specification.

The successful bidder will be required to liaise with a nominated Project/Contract Manager from the University to ensure all aspects of the contract are met.

**Note on Terminology:**

Throughout this documentation the following terms are used:

*‘The University’, ‘Us’, ‘Our’ or ‘We’ refers to The University of Central Lancashire (UCLan) and any of its constituent parts;*

*‘Bidders’, ‘Suppliers’, ‘Tenderers’, ‘Contractors’ ‘You’ or ‘Your’ refers to any individual, partnership, firm, company, organisation etc. considering making a bid or submitting a tender.*

**Definitions:**

* “UCLan” shall mean the University of Central Lancashire.
* “Client” shall mean University of Central Lancashire.
* "The Employer" shall mean University of Central Lancashire.
* "The Contract Administrator" shall mean University of Central Lancashire.
* “CA” shall mean the Contract Administrator.
* "The Contract" shall mean the documents forming the tender and the acceptance thereof with all other documents incorporated therewith.
* "SR" shall mean Supplier Response
* *‘abd’* shall mean As before Described – and may refer to several repeated references throughout the tender documentation.
* *‘*SoW*’* shall mean Schedule of Work – and refers to all documentation forming the specification.
* ‘SQ’shall mean Standard Selection Questionnaire

## 1.1 Procurement Code of Conduct

The University of Central Lancashire has adopted a Purchasing Code of Conduct for both University purchasers and its suppliers with regards to commercial relationships. The Code provides guidance on standards of conduct expected. The Purchasing Code of Conduct can be found by clicking [here](http://www.uclan.ac.uk/financial_information/purchasing.php).

## 1.2 Sustainable Procurement

The University is working to achieve Level 5 of the UK Government’s Flexible Framework for Sustainable Procurement and is therefore committed to procuring goods, services and works from within sustainable, environmentally-conscious and ethical supply chains and promote a greater interest from Small Medium Enterprises (SMEs) within the local environment.

For further details on our Sustainable and Ethical Procurement Policy, please click [*here*](http://www.uclan.ac.uk/financial_information/purchasing.php)*.*

## 1.3 Social Value

The University is aware of, and place importance on, the impact that our Procurement has on our local economy. UCLan is committed to increasing the social value obtained from our contracts to support our local economy.

Social value benefit examples include (but are not limited to); creating more apprenticeships for young people; reducing carbon emissions or promoting equality and diversity; ensuring that the local supply chain is given appropriate consideration in the supply of goods, services and works. General themes to improve the local economy are; sustainability, freedom, employment, health and well-being. UCLan’s focus is on enhancing the locality in which we operate with particular regard to; economy, sustainability, equality and employability.

## 1.4 Equal Opportunities

The University is actively committed to the implementation of equal opportunities in all its activities. The University has developed a comprehensive equal opportunities policy and a race equality action plan.

All suppliers and contractors are expected to comply with the University’s Equal Opportunities Policy and the UK and the European Union equality legislation, including: the Equality Act 2010, the Special Educational Needs & Disability Act 2001, the 1997 Prevention from Harassment Act and the 1974 Rehabilitation of Offenders Act.

Bidders must take all reasonable steps to ensure compliance with legislation.

## 1.5 Board of Governors

Organisations in which members of the University Governing body have an interest may be invited to tender. Other parties may be assured that the University has in place rigorous procedures which ensure that the external pecuniary interests of Governors are registered. These procedures prevent Governors from participating in any discussion or decision, or receiving any privileged information relating to the placement of any contract in which they have a potential interest, until that interest is no longer under consideration for that contract.

Any failure to adhere to these guidance notes and/or any other terms and conditions of this Invitation to Tender may result in disqualification from the procurement process.

## 1.6 Freedom of Information Act

The University undertakes to use its best endeavours to hold confidential any information provided by Tenderers in response to this Invitation to Tender, subject to the University's obligations under law. The Freedom of Information Act 2000 (the “Act”) applies to the University. All wholly owned subsidiary companies of the University are also subject to the Act. Therefore any individual can request access to any records held, subject to the various exemptions in the Act.

If Bidders wish that any of the information supplied in the Tender should not be disclosed, the Tenderer shall, when providing the information, identify if any of the information supplied by them in response to this Invitation to Tender is confidential or commercially sensitive and should not be disclosed in response to a request for information under the Act. Bidders should state why they consider the information to be confidential or commercially sensitive. The onus should be on the Tenderer to identify sensitive areas to the University.

Please note that the University is not under any obligation to refuse to release any information that is marked confidential, and it is up to the University to judge whether exemptions apply and whether information should be released. Please note that in the event that no information is identified as confidential or commercially sensitive, then it is likely to be released in response to a request under the Act. It will be the policy of the University to usually inform relevant parties prior to making a decision under the Act, where possible. The University will in all instances be bound by the findings of the Information Commissioner with regard to any requests under the Act.

**GO TO SECTION TWO: TENDER PROCESS**

#

# SECTION TWO – TENDER PROCESS

The University will be tendering this project electronically; full details on all aspects of the tendering process are stated below.

Please do not include general marketing or promotional material, either as an answer to any of the questions, or for any other reason. It will not be used in the evaluation of your Tender Offer.

## 2.1 Cost of Tendering

In all circumstances Bidders’ participation in the procurement process is at their sole cost and Tenderers’ will not be entitled to claim from the University any costs incurred in participating in this procurement, whether or not your Tender Offer is successful.

## 2.2 Cancellation or variation of this procurement process

The University is not bound in any way to enter into any contractual or other arrangement with any Tenderer and the University reserves the right to discontinue or vary this procurement process at any time by written notice to all Tenderers. The University will not be liable to Tenderers for any costs incurred as a result of the University varying or discontinuing the procurement process.

## 2.3 Documents

In addition to the 'Specification' bidders must consider that **‘ALL’** attached supplementary and appendices documents form part of the tender documents and must be read in conjunction with this specification.

The ‘Supplier Response’ (SR) documents must be fully completed and submitted on the corresponding ‘placeholder’ via the e-sourcing Portal.

Note: In order to remain bid compliant ‘all’ sections of the SR must be fully completed, in order to maintain like for like evaluation no amendments or alterations to the existing documents will be accepted. All documents must be returned in original format, failure to comply will result in your tender being precluded from this process.

The tender documents will be issued via e-sourcing website. Hard copies will not be issued. Should the specification documents be incomplete in your opinion, then you must notify UCLan via e-sourcing correspondence as soon as possible.

All placeholder documents must be returned as part of your tender pack; all tender submissions received after the close of the tender return deadline will be considered ‘late and void’.

The University cannot accept responsibility for any delay caused by public or private mail systems, the University’s mail system, or any other delivery agent.

A concise list of all related tender documents can be located on page two of the Invitation to Tender, in addition, and for assurance of bid compliance purposes we have included a ‘Return Document’s’ Check List

## 2.4 Indicative Tender Timetable

|  |  |
| --- | --- |
| TENDER ISSUE | 11th September 2020 |
| DEADLINE FOR CLARIFICATION REQUESTS | 21st September 2020 |
| TENDER RETURN DEADLINE | 12pm – 2nd October 2020 |
| TENDER EVALUATION/ANALYSIS | w/c 5th October 2020 |
| CONTRACT AWARD | 19th October 2020 |
| ANTICIPATED CONTRACT START DATE | 2nd November 2020 |

## 2.5 Site Visit

**Not Applicable**

## 2.6 Tender Clarification/s – Queries

Please contact us via the e-sourcing portal if you require any further information, require tender clarification/s or have any queries in regard to the specification or this tender process; responses will be issued as soon as possible (refer to item 2.5 for tender clarification deadline).

## 2.7 Evaluation of Tender Offers

The University intends to award the contract to the bidder whose offer is the most economically advantageous tender.

The tender offer will be evaluated on the basis of bidder responses to the questions in the ‘Supplier Response’ (Appendix 1)

The following weightings will be applied as part of the University’s evaluation:

|  |  |
| --- | --- |
| Evaluation Criteria | Weighting |
| Supplier Technical Response Parts 1, 2 and 3 | Pass/Fail |
| Technical (Quality) – As per Appendix 1 ‘Supplier Technical Response’ Part 4 | 70%  |
| Value for Money – Part 5 | 30% |
| TOTAL | **100%** |

### 2.7.1 Eligibility/Mandatory

 If you do not meet the stated mandatory requirements or pass eligibility your bid will not receive any further consideration and will be rejected on these grounds.

### 2.7.2 Technical

A weighting of 70% has been allocated to your technical submission; refer to ‘Part Four’ of the ‘Supplier Technical Response’ document, located at Appendix 1.

### 2.7.3 Value for Money

A weighting of 30% has been allocated to the value for money offering, refer to Part 5 of Appendix 1.

### 2.7.4 Panel

The evaluation panel will be made up of relevant UCLan personnel, see below:

|  |  |
| --- | --- |
| Name | Title |
| Nizam Ismail | Sourcing Manager |
| Mark Nelson | Business Engagement Officer |
| Antonia Williamson | Funding Team Lead |
| David Richardson | Project manager |

In the event of a designated panel member being unable to continue to act through illness or any other cause the university reserves the right to appoint an alternative panel member in substitution; the university also reserves the right not to proceed in the event that no bid meets the requirements of the contract.

## 2.8 Tender Clarification Meetings

The University reserves the right to hold clarification meetings if required post tender submissions.

## 2.9 Contract Award

This contract will be appointed under:

**UCLan Terms and Conditions for the Provision of Services which can be viewed** [**here**](https://www.uclan.ac.uk/financial_information/assets/terms-and-conditions-supply-of-goods-and-services-july2020.pdf)

**NOTE: The University reserves the right to cancel or not award all or part of this tender at any point.**

### 2.9.1 Contract Duration

Subject to satisfactory performance, the contract duration is from 1st November 2020 to 31st March 2023

**GO TO SECTION THREE: CONTRACT GENERALLY**

# SECTION THREE – CONTRACT GENERALLY

## 3.1 Pre-Requisite Mandatory Criteria, minimum standards and Requirements

Please refer to Supplier Response documents located at Appendix 1, in respect of the Pre-requisite Mandatory Criteria applied to this contract. **Note:** The Supplier Response document is not exhaustive in respect of the requirements of this contract and should not be treated as such; other information in respect of minimum requirements, operational requirements and standards are stated elsewhere within the relevant specification clauses.

All standards and minimum requirements must remain in force for the duration of the contract; mandatory criteria and minimum standards must be valid and remain current for the full duration of the contract, whether held by the appointed supplier or third parties.

The University will check that all stated mandatory requirements are valid prior to award and reserve the right to check both those held by the appointed supplier and those held by any nominated third parties operating on behalf of the appointed supplier at ad-hoc intervals for the duration of the contract.

All Terms and Conditions of this contract apply to any third parties acting on behalf of the appointed supplier; the appointed supplier shall be held fully responsible that all sub-contractors similarly comply.

## 3.2 Key Performance Indicators (KPIs)

Key performance indicators are applied for the duration of this contract and form part of the requirements contained within the Contract

## 3.3 Assignment of Contract

The supplier shall not have the right to assign the contract to another party unless by prior written agreement of the Employer.

## 3.4 Termination

Termination of contract will be as per the stated UCLan Terms and Conditions for the Provision of Service,

Termination will also occur on the stated expiry of the contract.

## 3.5 Sub-Contracting

Not Applicable

# SECTION FOUR – SCOPE OF REQUIREMENTS

See details provided in Contract Overview

# SECTION FIVE – APPENDICES

*To open embedded documents double click the (word, excel, pdf) icons.*

*If a document requires editing you will need to change to ‘View’ Enable Editing*

# APPENDIX 1 – Supplier Technical Response(s)

# APPENDIX 3 – UCLan Terms and Conditions for the Provision of Service

# APPENDIX 7 – Return Document Check List