**Invitation to Tender**

Bishop Grosseteste University Advertising Services

**August 2020 – July 2022**

*You are invited to submit a tender proposal*

*for advertising and publicity services for*

*Bishop Grosseteste University.*

**1.THE PROJECT**

**1.1.PROJECT OUTLINE.**

Bishop Grosseteste University (BGU) are looking for a provider of ***advertising and publicity services*** to support the delivery of marketing and recruitment campaigns.

**1.2.SCOPE**

The specific provision required will encompass the design, production and placing of advertisements or paid publicity across some or all of the following channels:

* 1. ***Outdoor*** – billboards, buses, poster sites, targeted appropriately to reach key audiences through an annual recruitment cycle.
  2. ***Online*** – targeted online advertising to reach our target audience. This can include social media, PPC, SEM and remarketing.
  3. ***Print media*** – local and national press, suitable specific publications.
  4. ***Other media*** – radio, subscription music services etc.

**1.3.CREATIVE WORK**

The contractor may be required to develop creative content and devise design concepts and create artwork. The contractor would be expected to work with BGU staff on the design and messaging of the campaigns in a timely manner.

It is not intended to change BGU’s established visual identity or corporate website as part of this contract. Contractors would be expected to work within BGU’s established brand identity, including detailed visual identity specifications. The University would expect to have significant input into, and final creative control over, the design of advertisements. Whilst there is in-house graphic design capacity at BGU, production of materials, advertisements etc may be required as part of the contract.

**1.4.REPORTING & EVALUATION**

There should be a clear and regular method of communicating and reporting of measurable outcomes of all activity carried out.

**1.5.CONTRACT PERIOD.**

The duration of this contract will be three years, running from ***August 2020*** to July ***2022*** inclusive. The University reserves the right to extend the contract by a further a year (up to a maximum of five years in total) towards the end of this period, subject to review.

**1.6.COSTS.**

The absolute maximum budget for the first year of this project is ***£290,000***. This budget must encompass everything associated with the delivery of the project, including (but not limited to) advertising and production fees, scoping time, design work, agency charges **and VAT**. It is expected that the budget for the second year of the project will remain the same, though the University reserves the right to alter this during the course of this project.

**2.CAMPAIGN OBJECTIVES.**

The main objective of the campaigns will be to capture the data of BGU’s target market. The target market is therefore prospective students (and their parents or key influencers). We want to increase both the volume and quality of applications and encourage applications to all programmes within the BGU portfolio, not just those which are traditionally more popular. We want BGU to continue to appeal to prospective students from non-traditional and less advantaged backgrounds and, if possible, to increase still further the diversity of our intake in terms of family background, ethnicity, gender and disability.

**3.THE UNIVERSITY.**

An independent Higher Education Institution with over 2,000 students, BGU offers degree level course in a wide variety of subjects. It also provides initial teacher training programmes at undergraduate and postgraduate level, Masters level programmes and doctoral level PhD and EdD programmes. It awards its own taught degrees up to doctoral level.

Founded as an Anglican teacher training college in 1862, the University is still located on its original campus in the historic uphill part of Lincoln, a short walk from the Cathedral and Castle. It remains an Anglican foundation which means it welcomes students of all faiths and none.

For further background on BGU, its programmes, fees etc., please visit the University website at [www.bishopg.ac.uk](http://www.bishopg.ac.uk)

**4.RECRUITMENT CONTEXT.**

The University has traditionally successfully attracted students to the vast majority of its programmes without significant investment in paid publicity. In 2011, the decision was made to invest a portion of the university marketing spend on paid large scale advertising, with this portion of money rising almost year on year. Activity carried out as part of this plan since 2011 has included online advertising across a variety of prominent websites, outdoor advertising, email marketing, remarketing activities and more. This activity stands to support the vast array of day-to-day marketing and recruitment work carried out by university staff – prospectus, website, POS, local advertising, UCAS recruitment fairs, partnership work with local schools and colleges etc.

Well-known national changes to the higher education system in the past few years, notably increasing levels of tuition fees, mean that undergraduate recruitment of students for the academic years outlined in this tender will be particularly competitive

Different degree programmes at BGU tend to attract different demographic groups of students. Many of the BA and BSc undergraduate degrees attract a majority of school leaver students, but many also attract a significant proportion of mature students.

Wider awareness of BGU and its offer is relatively modest (even within the local Lincoln community) but has grown significantly over the past few years. However, there is still a perception of BGU within the local community as “the teaching training college” or, even worse, the mistaken impression that it is part of the University of Lincoln.

Our key challenge is ensuring that prospective applicants become aware of the BGU portfolio and that we capture their data. After capturing their data we are able to begin other marketing efforts to get them to attend an open day. The rate of conversion from those who attend Open Days and Applicant Days to those who apply to BGU is high.

**5.TENDER EVALUATIONS.**

**5.1.TENDER DETAILS.**

A Purchase Order will be awarded as soon as reasonably practicable after the evaluation of tenders and any necessary clarifications. Tenderers may be invited to deliver presentations or attend interviews as part of the evaluation process.

***Incomplete tenders may not be considered.***

Tenders must be marked ***“Tender for advertising and publicity services – DO NOT OPEN”*** and delivered to the postal address below, along with an accompanying electronic version on a USB stick.

***Ben Rook***

***Marketing Manager***

***Bishop Grosseteste University***

***Longdales Road***

***Lincoln***

***LN1 3DY***

Tenderers should ensure all documents are received by ***12 noon*** on ***Friday 7th February 2020.*** Tenders received later than this may not be considered.

It is the Tenderer’s responsibility to ensure that their proposal is delivered on time. The University will not accept any costs incurred in the preparation and submission of Tenders.

***The University is not obliged to accept any or all tenders and reserves the right to accept a portion of any tender, unless the Tenderer expressly stipulates otherwise. The University reserves the right to award more than one tender or reject any and/or all.***

**5.2.FORM OF THE TENDER**

The tender should cover three main areas, with the evaluation made accordingly.

***Part 1 – Business Information***

Fully outline background information on the bidding company, including ownership information, date of company creation and at least two references from recent clients. These references should include reference contact details, links to examples of the company’s work and clear evidence of impact.

***Part 2 – Measurement and Performance***

Detail the processes and procedures the bidding company will put into place to monitor the success of the various components of the contract, and how they will react to this monitoring information. We will be interested in the results achieved from other comparable publicity campaigns.

***Part 3 – Campaign Planning***

The tender submission should include a detailed proposal for a campaign meeting the requirements and objectives outlined, with a maximum contract value of £290,000 (inclusive of VAT) for the first year. The proposal should give as much detail as possible of what would be provided within the price (for example, numbers, duration, size and types of location for outdoor material; details of charges for online channels; numbers, duration, timing and station for radio advertisements etc). In each case the production cost should be identified separately.

**5.3.TENDER EVALUATION**

Tenders will be evaluated as follows:

|  |  |  |
| --- | --- | --- |
| CRITERIA | NOTES | WEIGHTING |
| **Compliance with the tender brief** | Has the bidding company provided all the information required, and in the correct manner? | Pass / fail |
| **Business Information** | All requirements outlined in the Business Information section above must be complied with – failure to provide evidence will result in a 0% mark. Submissions will be awarded marks for their thoroughness and provision of evidence, rather than quantity of references. | 20% |
| **Measurement and Performance** | Should include clear evidence of campaign reporting showing value for money, campaign effectiveness evaluation, and evidence of the implementation of service level agreements. | 40% |
| **Campaign Planning** | Submissions will be scored more positively for clear recommendations and an outline of an effective way forward for the campaigns. Extra weighting will be given for innovation and creativity (especially within emerging media channels) and a clear consideration for value for money. | 40% |

Once submissions have been reviewed, the University may wish to seek clarification or receive an oral presentation from one or more tenderers. The intention is that a final decision will be made promptly.

**5.4.CONFIDENTIALITY**

All material issued in connection with this invitation to tender shall remain the property of the University and shall be used only for the purpose of this procurement exercise.

The contents of this invitation to tender are being made available on condition that:

* tenderers shall at all times treat the contents of the invitation to tender and any related documents as confidential, save in so far as they are already in the public domain.
* tenderers shall not disclose, copy, reproduce, distribute or pass any of the information to any other person at any time or allow any of these things to happen unless to the tenderer’s advisers or sub-contractors (in which case the person receiving the information should undertake to keep the information confidential on the same terms as the tendered).
* tenderers shall not use any of the information for any purpose other than for the purposes of submitting or deciding whether to submit a tender.
* tenderers shall not undertake any media or publicity activity in relation to the tendering process.
* successful tenderers will be subject to a credit check.

Should you have any problems or difficulties with this form, or require any further clarification about the project in question, please contact Marketing Manager Ben Rook ***by email only*** - [ben.rook@bishopg.ac.uk](mailto:ben.rook@bishopg.ac.uk)