

**INVITATION TO TENDER FOR THE PROVISION OF DIGITAL MARKETING AND ADVERTISING SERVICES FOR GOLDSMITHS, UNIVERSITY OF LONDON**

You are invited by **Goldsmiths, University of London (the “University”)** to bid for the provision of Digital Marketing and Advertising Services for our Student Marketing and Events team.

The following documents are accessible on Find A Tender and Contracts Finder and these documents together with this document, are referred to as the ‘Invitation to Tender’:

* **Invitation to Tender (ITT) (This document)**
* **Appendix A – Digital Marketing Specification**
* **Appendix A.2 – Goldsmiths Brand Guidelines**
* **Appendix B – Digital Marketing Standard Selection Questionnaire (SSQ)**
* **Appendix C – Quality Response**
* **Appendix D - Pricing Schedule**
* **Appendix E - Example Evaluation**
* **Appendix F - Data Protection Policy**
* **Appendix G - T&Cs**
* **Appendix H - Form of Tender**

Appendices B, C, D and H require a response from the bidders which collectively will be referred to as your bid.

This must be returned via email to procurement@gold.ac.uk by **12:00pm on the 9th December.** It is the responsibility of all bidders to ensure that their quotation is received no later than the appointed time.

* The University may refuse to consider incomplete or late bids.
* The University is not bound to accept the lowest priced or any quotation.
* Prices and fees quoted shall remain firm for the duration of the contract inclusive of extensions.
* Value Added Tax (VAT) should be excluded from the pricing response and the VAT registration number provided.

**Company Minimum Requirements:**

Suppliers must meet the minimum requirements of the Standard Selection Questionnaire (SSQ) in order to be considered for the contract, as stated in **Section** **12.1.1** of this ITT document.

**Quality Minimum Requirements:**

There are **two key Minimum Quality Requirements (pass / fail) criteria** that any interested supplier must meet in order to be considered for the contract.

These criteria are in questions **6.4** and **6.5** of Appendix B, the SSQ, and suppliers must score a minimum of **3** out of 5 points for these questions:

* 1. Please provide a relevant example of a cost-effective digital marketing campaign you have run for a higher education provider (HEP) with an objective of student recruitment, and include examples of digital adverts and client reports that your organization submitted to the client to demonstrate the client’s ROI. The digital marketing contract should have a minimum spend of £150,000.00 per year.
  2. Using the same example in Question 6.4, please provide an example of a relevant KPI table that was used to demonstrate campaign effectiveness, and explain how this will be relevant to this contract. Please include data within the example.

If your organisation **cannot meet any one** of the above pass / fail criteria, the University cannot evaluate the rest of your bid.

We recommend you review your capability to meet both the Company and Quality Minimum Requirements in the SSQ document before proceeding to the remainder of the bid response.

In addition, bidders must confirm they agree to meet Goldsmiths’ Data Protection Policy (Appendix F), if they were to be awarded the contract.

By providing the University with a response you agree to be bound by the Terms and Conditions of the Agreement (Appendix G).

Enquiries and returns regarding this Tender must be made via email quoting Ref: **GOLDMK059-22** for the attention of the undersigned.

The University would be grateful if you would acknowledge this invitation promptly, indicating whether or not you will be submitting a response. If you will be tendering, please confirm that you have read and that you accept these Conditions of Tender by signing and returning Appendix H as part of your bid.

Yours faithfully,

Samantha Lee

Procurement Manager

Goldsmiths, University of London

* 1. Compliance with the Invitation to Tender

The Tender is to be made strictly in accordance with the requirements of this Invitation to Tender. In the Invitation to Tender: the terms ‘You’ or ‘Your’ or ‘Tenderer’ may be used interchangeably and shall be taken to mean your firm/company/organisation as a Tenderer; the Terms ‘Firm’ or ‘Company’ or ‘Supplier’ or ‘Consultant’ may be used interchangeably and shall be taken to mean a Firm appointed to this proposed contract.

* 1. Interpretation of Requirements

It is incumbent on tenderers to ensure that they have all the information required for the preparation of their tenders and that they satisfy themselves about the correct interpretation of terminology used in the tender documentation. Tenderers must also ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their tender is accepted.

* 1. VAT

Tenderers must make a clear statement in respect of the current application (or otherwise) of VAT to the provision of the services which are the subject of this procurement.

* 1. ****Contents of the Invitation to Tender****

The Tender is to be made strictly in accordance with the requirements of this Invitation to Tender which, together with any addenda that are issued, are together referred to as the Invitation to Tender.

* 1. ****Enquiries concerning the Tender****

Any query in connection with the Tender or the Invitation to Tender should be sent to samantha.lee@gold.ac.uk before the published deadline.

The response by the Institution as well as the nature of the query will be notified to all Tenderers, without disclosing the name of the Tenderer who initiated the query. On no account before the Tender Date is the Tenderer to contact or communicate with any other person involved in work concerning this Invitation to Tender unless the Institution redirects the enquiry.

All questions and responses will be uploaded onto Contracts Finder daily.

* 1. ****Independent Tender****

By submission of a Tender, the Tenderer warrants that:

(a)  The prices in the Tender have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other Tenderer or with any competitor.

(b)   Unless otherwise required by law, the prices which have been quoted in the Tender have not knowingly been disclosed by the Tenderer, directly or indirectly, to any other Tenderer or competitor, nor will they be so disclosed.

(c)  No attempt has been made or will be made by the Tenderer to induce any other person or firm to submit or not to submit a Tender for the purpose of restricting competition.

* 1. **Modification by the Institution**

Any advice of a modification to the Invitation to Tender shall be issued at least six days before the Tender Submission Date.  It shall be issued as an addendum to, and shall be deemed to constitute part of, the Invitation to Tender. If necessary, the Institution shall revise the Tender Submission Date in order to comply with the six-day requirement.

Except under exceptional circumstances no extension of time and date by which the Tender must be submitted will be granted.

1. **Preparation of Tender**

**2.1  Cost of Tender**

The Institution will not be responsible for any costs or expenses incurred by the Tenderer in connection with the preparation or delivery or in the evaluation of the Tender.

**2.2 Language of Tender**

The Tender and all accompanying documents are to be in English.

**2.3   Validity Period of Tender**

All details of the Tender, including prices and rates, are to remain valid for acceptance for 90 days from the Tender deadline date.

**2.4 Currency of Tender**

Tender prices shall be in pounds sterling.

**2.5   Submission or Closing Date**

The Tender response must be emailed to Samantha Lee at procurement@gold.ac.uk **no later than 12:00pm on the 9h December 2021 this date being the TENDER RESPONSE DEADLINE DATE.**

Failure to follow these instructions may render the Tender invalid.

1. **Treatment of Tender**

**3.1   The Institution's discretion**

The Institution does not undertake to accept the lowest Tender, or part, or all of any Tender, and the acknowledgement of receipt of any submitted Tender shall not constitute any actual or implied agreement between the Institution and the Tenderer.

The Institution reserves the right to accept any part, or all, of any Tender or Tenders at its sole discretion.

The Institution reserves the right to cancel the tender process.

**3.2   Tender not Returned**

No part of the Tender submitted will be returned to the Tenderer.

**3.3 Results of Tendering**

An evaluation panel will consider all Tenders correctly submitted and will select one Supplier with a view to reaching a contractual agreement subject to clarification of any outstanding matters.

When the final decision on the results of the Invitation to Tender has been taken, all Tenderers will be informed via In-Tend whether or not they have been successful.

**4.** **Email Submission of tender documentation**

Attention is drawn to the instructions for the email submissions of tenders as outlined below.

All documents must be emailed to the given email address before the published deadline in order to be considered for this opportunity. Bids received after this deadline may be disqualified.

5. Award of Tender

5.1 Contract

Any contract which may result from this Invitation to Tender will be based upon the Specification and Technical Questionnaire, the Form of Tender, the Proposed Form of Contract and any changes which may be agreed in writing following post-tender clarification which, taken as a whole, shall comprise “the Contract”.

1. **Contract Terms**

The contract period will initially run from February 2022 – February 2024. The contact will have a total value within the range of £600,000 - £675,000.

We anticipate spend levels of circa £250,000 per academic year, however actual annual spend levels may fluctuate. The first year spend is expected to be lower owing to the contract starting mid-way through the academic year. Please note this spend covers both undergraduate and postgraduate recruitment marketing and Clearing marketing.

The rates submitted in the Pricing Submission (Appendix D) will be fixed for the entire contract term, inclusive of extensions. This is a non - exclusive supplier contract.

1. **Tender Process**

This procurement will follow the Over-Threshold Open Procedure tender process, where the requirement will be published in Find A Tender. All tender documentation is issued in this Tender pack.

Tenders will be prequalified via the Standard Selection Questionnaire, **SSQ** (Appendix B of this tender pack) to ensure the minimum requirements are met.

The Authority’s evaluation team will only proceed to score those remaining submissions that have met the minimum requirements of the Standard Selection Questionnaire.

See Section 12.1.1 (Instructions to Bidders and Evaluation Methodology) of this document for further details regarding standard selection questionnaire.

**Note:** Bidders must not contact any member of the client team during this process.

## **Selection of Preferred Bidder**

### Before selecting the preferred bidder, the University reserves the right to check and confirm:

* The financial standing of that bidder and/or
* The qualification and resources of that bidder, including verifying all or part of its tender, each in the context of any changes that may have occurred since the start of the tender process.

Please note that there is no guarantee of the amount or indeed any work a supplier may be asked to provide.

## **Abnormally Low Bid**

### Your price proposal will be reviewed to consider if it appears to be abnormally low. An initial assessment will be undertaken using a comparative analysis of the price proposal received from all bidders, with reference to the methods proposed by you.

### If the assessment shows that your tender may be abnormally low, then Goldsmiths will request from you a written explanation of your tender, or of those parts of your tender, which are considered abnormally low. On receipt of your written explanation, Goldsmiths will verify with you the tender or parts of the tender.

1. **Tender Timetable**

This Tender process shall follow the timetable below, but please note this may be subject to amendment by the Authorityat any time:

|  |  |
| --- | --- |
| **Activity** | **Dates** |
| Find a Tender Notice Published | 9th November 2021 |
| Contracts Finder Notice/ITT Published | 9th November 2021 |
| Clarification period closes | 3rd December 2021 (5pm) |
| **Deadline for receipt of ITT submissions** | **9th December 2021 (12pm)** |
| Evaluation period/Due Diligence commences | 9th December 2021 |
| Supplier presentations | Week commencing 10th January 2022 |
| Evaluation period ends | 18th January 2022 |
| Notification of result and Standstill Period commences | 20th January 2022 |
| Standstill Period Ends | 31st January 2022 |
| Contract Award | 1st February 2022 |
| Contract commencement date | 28th February 2022 |

1. **Questions and Clarifications**

Bidders may seek clarification regarding any aspect of this Tender at any time prior to the Clarifications Period Deadline.

Clarification questions must be submitted via email to quoting the Tender reference GOLDMK059-22 to procurement@gold.ac.uk

Throughout the tender process all communication between bidders and the University must be carried out via email, please do not contact Procurement via any other medium.

To ensure that all potential suppliers have equal access to information regarding this tender process, the University will publish all its responses to questions raised by potential suppliers to all bidders on an anonymous basis via Contracts Finder daily.

1. **Response instructions to bidders**

The tender response will be formed by 4 sections. Potential Bidders are required to complete and return all elements of the below checklist:

**Checklist:**

1. the Standard Selection Questionnaire (SSQ) attached as **Appendix B**
2. the ITT Quality Response attached as **Appendix C**
3. the Pricing Schedule attached as **Appendix D**
4. the signed Form of Tender as **Appendix H**
   1. **Guidance for completing the SSQ and Evaluation (Appendix B)**

This questionnaire captures information on the bidder’s organisation and assesses the bidders’ capabilities. The above SSQ must be completed in order for your bid to be considered for this contract and determines if your organisation is suitable to be considered for providing the services being tendered.

Some questions are **For Information Only** and others are **Pass / Fail**, as indicated in the document. It is the first stage of the evaluation process and consists of 3 parts:

**Part 1, Potential Supplier Information:**

Questionnaire that requests basic supplier information such as the contact details, trade memberships, details of parent companies, etc.

**Part 2, Exclusion Grounds:**

Questionnaire that contains the self-declaration section which covers the mandatory and discretionary grounds for exclusion, and contains a number of minimum **pass / fail** criteria.

Bidders who do not pass Parts 2 and 3 of the questionnaire cannot be considered for the contract.

Please view Annex C of the SSQ “Mandatory Exclusion Grounds” for more information.

**Part 3** covers the self-declaration section to ensure the bidding organisation meets the selection criteria in respect of their financial standing (annual turnover, financial ratios, etc.) and minimum quality requirements. It The minimum quality requirements are bespoke to this project and contains 2 minimum pass / fail criteria.

**12.1.1) Part 3, SSQ Minimum Requirements: Grounds for exclusion**

**Section 4.1: Annual Turnover**

Bidders must demonstrate an annual turnover of at least **£600,000** in the most recent year of trading.

**Section 8: Insurance**

Bidders must meet the following insurance amounts in order to be considered for this contract:

* Employer’s (Compulsory) Liability Insurance = £5 million
* Professional Indemnity Insurance = £1 million

**12.1.2) Part 3, SSQ Minimum Quality Requirements (Pass / Fail Criteria):**

There are **two key Quality pass / fail criteria** that any interested supplier must meet in order to be considered for the contract. These criteria are in questions **6.4** and **6.5** of Appendix B, the SSQ:

1. The supplier must score a minimum of 3 out of 5 points for question **6.4** of the SSQ:

*Please provide a relevant example of a cost-effective digital marketing campaign you have run for a higher education provider (HEP) with an objective of student recruitment, and include examples of digital adverts and client reports that your organization submitted to the client to demonstrate the client’s ROI. The digital marketing contract should have a minimum spend of £150,000 per year.*

1. The supplier must score a minimum of 3 out of 5 points for question **6.5** of the SSQ:

*Using the same example in Question 6.4, please provide an example of a relevant KPI table that was used to demonstrate campaign effectiveness, and explain how this will be relevant to this contract. Please include data within the example.*

If your organisation **cannot meet any one** of the above pass / fail criteria, the College cannot evaluate the rest of your bid. These scores will be assigned following the evaluation criteria stated in Section 11.1 of this document.

**Please ensure you read and review to the SSQ first to determine whether your organisation is eligible to submit a full bid.**

* 1. **Guidance for completing the ITT Quality Questionnaire (Appendix B)**

The ITT Quality submission will be the bidders’ responses to the 7 questions asked in Appendix B.

Please enter all your responses in a **single** Word document, clearly indicating the **question**

**number** and your **company name**. Where relevant, you may include slides or diagrams, but please avoid including marketing materials irrelevant to the question. The page limits are indicated in Column F of this document.

* 1. **Guidance for completing the Pricing Schedule (Appendix C)**

The Price element of this tender consists of 2 separate parts:

1. Media Buying Management Fee (15% weighting), expressed as a percentage of advertising spend.
2. Consultancy Fee (15% weighting), expressed as a monthly cost.

There will be no account management, account handling or other fees in this contract. If you require these, please ensure that these costs are included within your Consultancy Fee, based on the contract spend levels and on our Specification.

Please detail and itemise the scope of delivery for both the Media Buying Management Fee and the Consultancy Fee.

1. **Bid Evaluation Methodology**

The tender process will select the Most Economically Advantageous Tender (MEAT) based on the bidders’ Quality response and Pricing submission.

The **Quality / Price** split is set at **70% Quality** and **30% Price**.

The quality and price elements are further broken down into the following sub sections, which when summed, equal the whole of the requirement: **100%.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Section** | **Section Weighting** | **Subsection** | **Subsection Weighting** |
| **Suitability**  **Questionnaire** | **N/A** | 1. Supplier Information | N/A |
| Exclusion Grounds | Pass / Fail |
| Selection Questions | Pass / Fail |
| **Quality Questionnaire** | **70%** | Q1. Sector knowledge | 15% |
| Q2. Digital marketing and advertising knowledge | 15% |
| Q3. Approach to working with client team | 10% |
| Q4. Approach to spend reporting | 10% |
| Q5. ROI tracking and analysis | 5% |
| Q6. Prioritisation of client account | 5% |
|  |  | Q7. Account Management | 10% |
| **Price Submission** | **30%** | Media Buying Management Fee | 15% |
| Consultancy Fee | 15% |
| **TOTAL: 100%** | | | 100% |

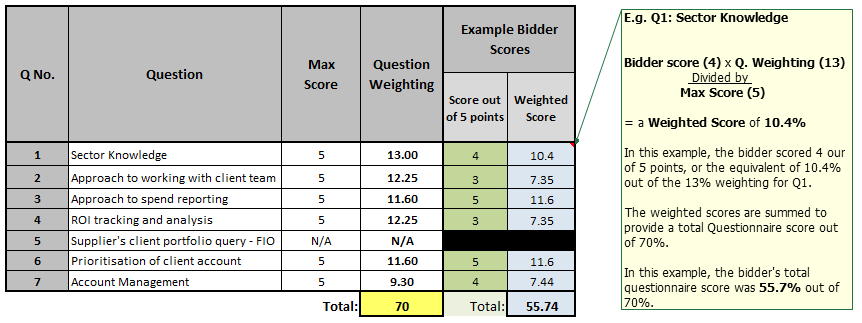
**13.1: Quality Questionnaire Evaluation Methodology (70% weighting)**

All responses to the quality questions will be awarded a score out of a maximum of 5 points, scored against the below rationale:

|  |
| --- |
| **Scoring Rationale for the ITT Quality Questionnaire (Appendix B)** |
| **0 - Unacceptable** - Does not comply and/or insufficient information provided to demonstrate that the Tenderer has the ability, understanding, experience, skills, resource & quality measures required to provide the services, with little or no evidence to support the response. |
| **1 - Major Reservations** - Considerable reservations of the Tenderer’s relevant ability, understanding, experience, skills, resource & quality measures required to provide the services, with little or no evidence to support the response. |
| **2 - Reservations** - Reservations of the Tenderer’s relevant ability, understanding, experience, skills, resource & quality measures required to provide the services, with little or no evidence to support the response. |
| **3 – Acceptable** - Demonstration by the Tenderer of the relevant ability, understanding, depth of subject matter knowledge, skills, resource & quality measures required to provide the services, with some evidence to support the response. |
| **4 - Good** - Satisfies the requirement with minor additional benefits. Above average demonstration by the Tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response. |
| **5 - Excellent** - Exceeds the requirement. Exceptional demonstration by the Tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the services. Response identifies factors that will offer potential added value and continuous improvement, with evidence to support the response. |

In order for to be considered for this contract, **tenderer’s must achieve a minimum score of 3 out of 5 points on all the ITT questions**. **If any question achieves a score of 2 or below, the bid will not be considered for the contract.**

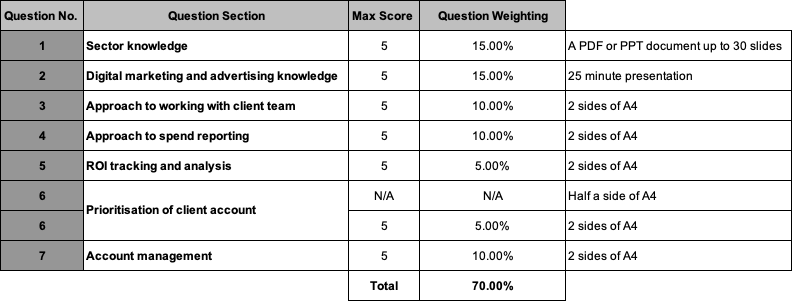
The scores for each question will be multiplied by the assigned question weighting to produce a weighted score for each question. These weighted scores values will be added to produce a total weighted score for the questionnaire, as per this example:



**Note**: for purposes of this evaluation, all weighted scores will be rounded to 2 decimal places.

**13.2: Supplier Presentations: Q1 Sector Knowledge and Q2 Digital Marketing and Advertising Knowledge (30% weighting in total)**

All bidders who successfully pass the pass/fail questions will be invited to respond to Question 2 of the Quality Questionnaire (Digital Marketing and Advertising Knowledge) via a 25 minute presentation before the bid evaluation team at Goldsmiths, either on campus or via Microsoft Teams.



The session will also be an opportunity for the evaluation panel to request further clarification on any of the bidders’ written responses, and will follow the format below:

* Presentation on Q2 (see Appendix C): 25 minutes
* ITT questionnaire clarification questions from evaluators: 15 minutes

**13.3: Price Submission Scoring Methodology (30% weighting)**

In this procurement exercise Price will be weighted at 30%:

|  |  |
| --- | --- |
| **Price Evaluation: 30%** | |
| Media Buying  Management Fee | 15% |
| Consultancy Fee | 15% |

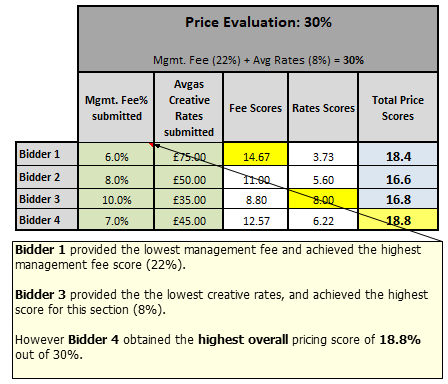
The maximum scores of 15% and 15% will be awarded to the lowest priced bids.

Remaining bids will receive a mark out of this maximum on a pro rata basis, dependent on how far they deviate from the lowest price.

The pricing submission will be evaluated by Procurement, using the “inverse proportional price” methodology:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Lowest priced tender | x | Maximum available score (15) |
| Your Tender price |

In the example evaluation table below, Bidder 4 achieved the overall highest score on Price.



Both the Total Questionnaire and the Total Pricing scores are added to provide a Final Score out of 100%.

We have provided a live evaluation sheet in **“Appendix E - Example Evaluation”,** which demonstrated how the evaluation will be carried out. Bidders are invited to input dummy figures into the green cells to see how the scoring will work.