



Further Competition Invitation to Tender for

Provision of Marketing Services

TENDER CLOSING DATE: 30 September 2022

ABOUT THE INSTITUTION

At Croydon College Group our staff are passionate and committed to achieve the very best outcomes for our students. We recognise and value our people as our most important asset in achieving each of the aspirations within our [College's Strategic Plan 2019-2024](#). We believe it is through our people that an excellent student experience will be delivered, and this will have a positive impact in our local community. We value inclusion and we are committed to the promotion of equality, diversity, and inclusion, ensuring we have a diverse, skilled, and motivated workforce who are empowered and engaged. This makes our College a unique, vibrant and rewarding place to work.

Croydon College is a further education college in the heart of Croydon which is one legal entity but with two campuses and three main brands; Croydon College, Coulsdon Sixth Form College and Croydon University Centre. Total turnover for the college in 22/23 will be approximately £31 million. The College has approximately 2500 students aged 16-19, 3500 students over the age of 18, 50 students aged 15 and 200 apprentices ranging across the age groups. The college largely recruits from the London Borough of Croydon, but some students do travel from further afield, aided by the excellent transport links to the campus in central Croydon.

The three brands: Croydon College as above but also the overall legal entity; Coulsdon Sixth Form College, which since merger in 2019 is no longer a separate legal entity; and Croydon University Centre, which operates out of the Croydon campus and is also part of the Croydon College legal entity. There are also a number of areas within the college with some form of brand, such as the World of Work and the Pathways Centre.

The College has a turnover of approximately £31 million, and around 6000 students' study with our College each year. Most students come from within the London Borough of Croydon, but some travel to study with us from surrounding boroughs.

The College is an exempt charity and is governed by a board of governors who commit their time on a voluntary basis.

The College is funded to provide education in a variety of ways including a contract for delivery of 16-18 education with the Education and Skills Funding Agency (it's largest contract), contracts for delivering Adult Education Budget for Londoners and outside London, via the Apprenticeship Levy, through Advance Learner Loans (to level 3 adults) and through HE tuition loans.

IMPORTANT NOTICE

This Invitation to Tender is made available in good faith. No warranty is given as to the accuracy or completeness of the information contained within it and any liability or any inaccuracy or incompleteness is therefore expressly disclaimed by the College and its advisers.

The College reserves the right to cancel the tendering process at any point.

The College is not liable for any costs resulting from any cancellation of this tendering process nor for any other costs incurred by those expressing interest in, negotiating or tendering for this contract opportunity.

You are deemed to understand fully the processes that the College is required to follow under relevant European and UK legislation, particularly in relation to public procurement rules.

1.0 INTRODUCTION

Croydon College are seeking to appoint a company to provide leadership and management of marketing and communications at Croydon College.

This document provides information upon which a tender can be submitted for the provision of marketing services.

Within this document are details of the project brief and a description of the anticipated scheme and scope, anticipated costs, and programme.

Instructions for the return of tenders, details of the selection process and selection criteria and tender 'deliverables' are explicitly detailed within this document.

The contract will be awarded on a balance of the economically advantageous return and an assessment of quality of information provided, as requested in Appendix 3. The criteria by which this tender will be evaluated are detailed within this document. The contract value will be up to £70k per annum (exclusive of VAT).

The contract with the successful tenderer is intended to commence from 17th October 2022 and will be awarded for an initial period of 1 year. Consideration will be given to extending the contract for a further year (to a total of 2 years), subject to satisfactory performance and the agreement of both parties. Regular reviews of the agreement will take place.

2.0 TENDER REQUIREMENTS

The College has a marketing team currently comprising of a Marketing Manager, a Marketing Officer and one vacant Marketing Officer/Marketing Apprentice role.

The College requires strategic support with our Marketing, PR and external communication as follows:

1. Lead the development and implementation of a marketing strategy and annual marketing plan.
2. Provide leadership to ensure that marketing services meet the needs of the College, with the priority of recruiting students.
3. Promote the College to develop its reputation and standing in the local community.
4. Lead and manage the marketing team; overseeing the work of the team in delivering the marketing strategy and annual plan.
5. Provide support and development to the members of the marketing team, creating a high performing team.
6. Budget setting and management to ensure resources support the delivery of the strategy and annual plan.
7. Financial management: ensuring that procurement requirements of the Financial Regulations are strictly followed, conflicts of interest are declared and procured goods and services are tested to ensure good value for money.
8. Develop and manage a social media marketing strategy.
9. Work with the executive team to ensure that the marketing strategy supports the Colleges strategy.
10. Provide the College with senior level marketing expertise.
11. Report and evaluate impact of marketing activities to the Executive Team on a regular basis.
12. Ensure that the marketing team activities meet the needs of the College.

It is expected that the appointed organisation will have experience of successfully leading marketing activities in the education sector.

3.0 TENDER TIMETABLE

Activity	Target Completion
Tender published	12 September 2022
Clarification deadline	16 September 2022
Tender closes	30 September 2022
Evaluation & Financial Due Diligence	03 – 05 October 2022
Interview (if required)	06 October 2022
Appointment	07 October 2022
Standstill period	07 – 14 October 2022
Services begin	17 October 2022
Monthly Service review begin	Monthly reporting to Executive Meeting
Service Evaluation	Fortnightly updates with Principal & CEO
Decision on Service Extension	July 2023

Dates may be subject to change.

4.0 INSTRUCTION TO TENDERERS**4.1 Content of Tenders**

You must, in English:

- complete one copy of the Form of Tender (Appendix 1)* including the Pricing Schedule
- complete one copy of the Certificate against Canvassing (Appendix 2)*
- provide 1 complete electronic copy via email of the detailed submission which indicates as fully as possible the reasons you consider that your organisation should be selected by the College to supply the services described and answers all of the queries raised in Appendix 3. Your response should also be structured around the contract award criteria detailed in within this document.

* You must sign each of the documents marked above with an asterisk:

- by at least two authorised partners with their usual signature if a partnership; or
- if a limited company by the Secretary and one other authorised person, giving the legal name of the Company.

The submission should be signed by those persons who will be signing the relevant appointment if the tender is successful. Please indicate if this is not the case and provide the names and position of the signatories to the relevant appointment.

Your full business/name and main office address must also be provided on all documents. This should be the registered name and address in the case of companies.

4.2 Return of Tenders

Tender submissions should be returned electronically to tenders@croydon.ac.uk by 17.00 on 30 September 2022. Paper submissions will not be accepted.

Failure to fully complete the documents, provide all the information required, or meet the above requirements may result in your tender not being considered by the College.

4.3 Freedom of Information

The College will retain the unsuccessful bid(s) for this contract for a period of six months post its closing date. The College will retain the successful bid for this contract for a period of six months post the contract end date.

4.4 Please note that the College reserves the right to disclose information about the tenderer or the tender itself if your submission is successful in order to comply with the College's statutory obligations. Additionally, the College may disclose the identity of any organisation submitting a tender.**4.5 Pricing Structure**

You should submit a completed Pricing Schedule with the Form of Tender in Appendix 1.

4.6 Right to Amend

The College reserves the right to increase or decrease the amount of the services required in accordance with the development of the project.

4.7 Contract Award/Evaluation Criteria

The successful tender will be that which is the most economically advantageous when considered against the criteria set out in Appendix 3.

4.8 Information Required

Your tender should include the information requested in Appendix 3.

4.9 Award of Contract

The College expects to be able to award the contract in October. Any award will be conditional on the contract being approved in accordance with the College's internal procedures, and the College being generally able to proceed.

4.10 Acceptance of Award

Acceptance shall be deemed to have occurred when the College posts notice of the same to the successful tenderer.

4.11 Form of Contract

The successful tenderer will be required to enter into a contract on substantially the same terms as those provided with their tender submission (Appendix 3). Variations will not be considered by the College. The College may consult its lawyers regarding the terms of the contract.

After notification of selection to the successful tenderer and until the execution of the formal contract, the respective tender will form a binding contract between the College or a third party as advised and the successful tenderer upon the terms and conditions of the enclosed Form of Contract.

4.12 Return of Documentation

All documents sent to you in accordance with your Invitation to Tender and by the College in conjunction with the project are and shall remain the property of the College and must be returned on demand. The contents are to be treated as confidential.

4.13 Costs

The College is not liable for any costs incurred by you in tendering neither for this Contract nor for participating in the contract award procedure as a whole.

4.14 Compliance with Legislation

Compliance with all relevant legislation is required both in the contract award procedure and during the term of any resultant contract.

4.15 Further Information

Should you require any further information please email tenders@croydon.ac.uk. Any information provided in response where not confidential will also be provided to the other tenderers.

5.0 EVALUATION & AWARD CRITERIA

5.1 **Mandatory criteria**

Providers wishing to apply for this opportunity **must**:

- a) Have a proven successful track record of providing marketing services for an educational institution
- b) Have the capacity to deliver 100% of the total contract volume tendered
- c) Provide duly completed and signed off Appendix 1, 2 and 3

The College will not consider any tenderers that fail to meet any of the criteria above.

5.2 **Financial assessment**

When assessing the tenders, the College will also look for evidence that the tenderer is financially stable and has a proven track record of good performance. At the evaluation stage, the College will assess the documents submitted by the tenderers as required in Appendix 3.

After the evaluation of tenders submitted, the College reserves the right to run an external credit check of the shortlisted tenderers; the outcome will be taken into consideration when deciding between shortlisted tenderers on contract award. A favourable third-party financial health assessment, if held by the tenderer, is a basic expectation and does not replace the College's independent checks.

The Contract will be awarded on a balance of the economically advantageous return and an assessment of quality of information provided, as requested in Appendix 3.

- 5.3 Scores will be allocated for each question as per the criteria below. Each question is weighted. There is a maximum of 4 points available for each question, the scores allocated to each supplier will be as per the criteria below:

Assessment of Response	Scoring
Excellent: Exceeds expectations / demonstrates clear understanding of issues/questions & expands on the response sought	4
Good: Meets expectations / demonstrates understanding of the issues & some thought in framing a response	3
Satisfactory: Meets expectations / standardised response / no attempt to customise / minor reservations	2
Unsatisfactory: Does not meet expectations / response is weak & does not fully address the issues / reservations	1
No Response	0

The below table shows the weightings used to determine final scoring:

Criteria	Sub criteria	Weighting
Qualitative		65%
	<i>Customer Requirements</i>	
	<i>Proposed methodology & resourcing</i>	30%
	<i>Experience and understanding of the sector</i>	15%
	<i>Case studies</i>	10%
	<i>Company information</i>	10%
Quantitative		35%
	<i>Pricing</i>	35%
Total		100%

5.4 Scores will be awarded on the following basis:

Qualitative

Proposed methodology & resourcing	"(Score achieved / Maximum score possible) x 30% = Final Score"
Experience and understanding of the sector	"(Score achieved / Maximum score possible) x 15% = Final Score"
Case studies	"(Score achieved / Maximum score possible) x 10% = Final Score"
Company information	"(Score achieved / Maximum score possible) x 10% = Final Score"

Quantitative

The lowest Total Contract Price submitted in accordance with the Schedule of Prices will be awarded the highest score and all other Tenderers will be awarded pro rata scores on the relative competitiveness of their Total Contract Price compared to the lowest Total Contract Price.

$$\text{"(Lowest Total Cost / Cost to be Scored) x 35% = Final Score"}$$

Tenders will be assessed according to the information provided within the tender submissions and no attempt will be made to enter into subsequent discussions on the tendered price.

The College reserves the right not to accept any tender submitted even where this is the lowest fee proposal submitted.

When the first-choice tender has been selected and the terms of the contract have been agreed and signed the remaining tendering companies will be advised that their tenders have been unsuccessful.

The College may decide to invite a number of short-listed tenderers to make a presentation on their submission.

The College would appreciate it if tenderers could acknowledge receipt of this invitation to tender and confirm whether they intend to bid for this opportunity as early in the process as possible. Should tenderers not wish to participate for any reason, could you please provide Croydon College with feedback as to the reasons why. Many thanks for your assistance.

APPENDICES

APPENDIX 1

FORM OF TENDER AND PRICING SCHEDULE

PROVISION OF MARKETING SERVICES (THE "SERVICES")

To: tenders@croydon.ac.uk

For the Attention of: Caireen Mitchell, Principal & CEO

Date:

Dear Ms Mitchell

TENDER FOR PROVISION OF MARKETING SERVICES

I/We the undersigned, hereby tender and offer to provide the Services more particularly referred to in the Invitation to Tender supplied to me/us for the purpose of tendering for the provision of the Services and upon the terms thereof.

Attached to this Tender are the following:

1. Pricing of my/our tender comprising the Pricing Schedule to this Form of Tender.
2. My/our response to the queries raised in Section 4.1 and Section 4.7 of the Instructions to Tenderers indicating why I/we believe that the College should select me/us to provide the Services.
3. A signed and witnessed Certificate against Canvassing.

I/We undertake in the event of acceptance of our Tender to execute an Agreement within 14 working days of such acceptance (or otherwise as agreed with the College) and in the interim provide the Services in accordance with the/an Agreement (amended to take account of any agreed variations if applicable) if necessary.

I/We understand that the College reserves the right to accept or refuse this Tender whether it is lower, the same, or higher than any other Tender and may accept more than one Tender. No obligation to procure any Services will arise except in respect of such Services as are actually ordered and delivered under the Agreement.

I/We confirm that the information supplied to you and forming part of this Tender including (for the avoidance of doubt) any information supplied to you as part of my/our initial expression of interest in tendering, was true when made and remains true and accurate in all respects.

I/We confirm and undertake that if any of such information becomes untrue or misleading that I/we shall notify you immediately and update such information as required

[sign in accordance with requirements of 4.1 of the ITT adding/deleting as appropriate]

Signed by:

In the presence of:

Witness signature

Name

Address

Occupation

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Pricing schedule

Please note this tender relates to the provision of marketing services only. Tenderers are requested to identify any elements of their fee proposal they deem to be fixed.

PRICE OPTION 1 –

Note: fees exclude VAT, disbursements to be noted:

PRICE OPTION 2

Note: fees exclude VAT, disbursements to be noted:

PRICE OPTION 3 –

Note: fees exclude VAT, disbursements to be noted:

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APPENDIX 2

CERTIFICATE AGAINST CANVASSING

RE: The provision of Marketing Services (the “Contract”)

To: Caireen Mitchell, Principal & CEO
Croydon College,
College Road,
CROYDON
CR9 1DX

For the Attention of: Caireen Mitchell

I/we hereby certify that I/we have not canvassed any member, Director, employee or adviser of the College or any central Government department, in connection with the proposed award of the Contract by the College, and that no person employed by me/us or acting on my/our behalf, or advising me/us, has done any such act.

I/we further hereby undertake that I/we will not canvass any member, Director, employee or adviser of the College or any central Government department in connection with the award of the Contract and that no person employed by me/us or acting on my/our behalf, or advising me/us, will do any such act.

I/we agree that the College may, in consideration of this bid, and in any subsequent actions, rely upon the statements made in this Certificate.

[sign in accordance with requirements of 4.1 of the ITT adding/deleting as appropriate]

Signed.....

Signed.....

Position.....

Position.....

For and on behalf of

For and on behalf of

Date:.....

Date:.....

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APPENDIX 3

INFORMATION REQUIRED

Respondents to this tender should provide responses to the following points. This is in addition to responses required in Appendix 1 and 2.

Proposed Methodology & Resourcing

- 1) Outline the reasons why you believe that your organisation should be selected by the College to supply the services described in Section 2.1 of this Invitation to Tender.
- 2) Describe how you propose to deliver the services outlined in Section 2.1 of this Invitation to Tender within the target period.
- 3) Provide CVs for the relevant staff who will deliver the services under this contract day-to-day, highlighting the CV for any key member of staff who will be in a supervisory role should your submission be successful (including their name, address, phone number and email address).
- 4) In anticipation of on-campus activity, confirm the relevant staff who will deliver the services under this contract day-to-day are in possession of an enhanced DBS certificate dated within 6-months, or will otherwise complete a DBS process as required by the College prior to the start of the contract.
- 5) Demonstrate, specifically, the track record of the team proposed for the delivery of this contract, detailing their experience in education settings and demonstrating their ability to deliver within the target programme periods.
- 6) Details of any exclusion or qualifications to your tender submission.

Experience and understanding of the sector

- 7) Provide an overview of applicable risks and opportunities associated with the project.
- 8) Provide two references from other FE or related educational institutions, preferably for comparable projects. Include contact details for the referees including telephone numbers.

Case Studies

- 9) Demonstrate that your organisation has a proven track record of successful marketing for education settings, including a minimum of 2 relevant case studies detailing budget, programme, client and project summary, impact and outcome.

Company Information

- 10) Provide your audited accounts for the past two years.
- 11) Provide your standard form of agreement, or terms of business.
- 12) Confirm the name, address, phone and email address of the person(s) dealing with this procurement. An indication of their level of responsibility and their authority to commit the service provider to a course of action are required. *

*responses to these points are not scored, but should be provided.