

**Stage 2 - ITT Restricted Procedure Tender**

Advertising and Media Buying Partner

The University of Chichester

**Latest date for Return – Sunday 8th December 2024 at 5pm (17:00 GMT)**

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# Part A:

1. Introduction and General Background
   1. Purpose of this tender document

The purpose of this tender is to enable suppliers to demonstrate expertise and compliance with the University’s requirements, and to enable the University to assess the most economically advantageous solutions to its requirements, using the prescribed tendering methodology for requirements of this size and nature.

* 1. Background to this tender

The University of Chichester has a proud history stretching back over 180 years and a turnover more than £65.9 million (July 2023).  It provides residential and non-residential education to students from many different countries as well as a large catchment from various counties throughout England. It is the only university in West Sussex, located on the south coast of England, and has two campuses; Bishop Otter Campus (BOC) based in Chichester, and the Bognor Regis Campus (BRC) situated in Bognor Regis. Each campus is self-contained within its own grounds, each with teaching, learning, conferencing, and accommodation buildings.

The University has a student body of around 6000 students across undergraduate and postgraduate study. This student body includes those locally from the UK but around 7% of the student body comes from our international student cohort which we are hoping to increase over the next 5 years.

We offer a wide-ranging portfolio across our campuses including teaching, humanities, business, creative industries, psychology, counselling, sport, engineering, and a lively conservatoire where our performance courses sit (dance, theatre, musical and musical theatre). In 2022, we launched the School of Nursing and Allied Health, which is expanding further to include biomedical science in September 2024.

Further information about the University can be found here <[link](http://www.chi.ac.uk/)> and our Strategic Plan can be found here <[link](https://www.chi.ac.uk/about-us/mission-and-vision/university-chichester-strategic-plan-2018-2025)>

The University has made significant investments in the teaching and accommodation facilities and our strategic aims include to grow our student body further. Achieving this, includes working with expert organisations that have the network, and skill to focus our advertising and media buying and maximise our return on investment.

* 1. Current Details

The university has a current advertising and media agency who provide the service outlined in this tender document. The reason for this tender is that the contract term has now ended.

1. Opportunity and Requirement
   1. General Requirements

The University of Chichester is seeking a suitably experienced and skilled partner to shape and focus our advertising campaigns to achieve the best results, and to act on behalf of the University in engaging with suitable advertising suppliers, this can be in the form of a multi-channel agency or a consortium of agencies.

We are looking for a partner to build and deploy our paid search, ppc and social media advertising campaigns. Buy media on our behalf and account manage projects, timings, and schedules for our campaigns. Giving us clear instructions on the specifications requested and deadlines in good time. They must have good relationships with key Higher Education players (UCAS, IDP etc) as well as strong experience, skills and knowledge working with companies such as Google and Meta.

Overall, our aim is to increase the size and diversity of the student body by generating a larger number of leads into our funnel, allowing us greater opportunity for conversion to application and enrolment.

We require promotion of the brand and certain events throughout the cycle encompassing all the key stages in the applicant journey including:

* Pre-application – brand awareness and reputation building, early engagement in the university.
* Open Days – driving bookings and attendance.
* Drive to apply – promoting our course portfolio, showing what we can offer for people to make the decision to apply to us.
* Application/ Conversion – keeping the leads warm.
* Still time to apply – post January deadline where we have space on courses.
* Clearing – promoting Chichester as a clearing destination

These are primarily aimed at undergraduates, but we also run the following Postgraduate campaigns:

* Postgraduate Open Days
* PGCE course awareness
* Online courses

Please note this is not an exhaustive list.

* 1. High-level requirement

We require our partner agency to work with the University’s lead Marketing contacts to help deliver the annual marketing plan through effective and timely advertising campaigns. These campaigns will include search, PPC, social media advertising, media buying, out of home, third party sites and other formats or platforms our partner agency thinks would be beneficial for the university’s purposes of student recruitment, retention and brand awareness.

The agency also need to ensure that:

* Costs are transparent and that the mediums used offer the best results.
* Results are quantifiable, providing benchmarking prior to campaign launch and the full analysis of results (including platform analytics, from own systems/suppliers and Google Analytics) to understand how successful our campaigns are with key demographics and geo-locations across the various media channels.
* A smooth sign-off process to ensure deadlines are met.
* exemplary customer service with regular updates on how campaigns are progressing, including advice on what to optimise if the advertising is not generating expected results.
* Help bring something that is distinctive and exclusive to the University, and which ensures the University’s competitive advantage.
* Data driven insight and interactive campaign dashboards.
* Reporting with recommendations that can be implemented to future campaigns.
* Bringing new ideas to the table from your experience in sector or whilst monitoring future trends.
  1. Specific Requirements

We aim to continue our work utilising the following mediums but understand that this space is ever evolving, and the University is open to new advertising mediums, methods, and opportunities.

Some of our current advertising methods:

* Search – Google, Bing, Ecosia
* Social – Facebook, Instagram, TikTok, YouTube
* Out of home – across regional transport networks and inner city/ town billboards
* Press – regional, national, and international press (adverts or advertorials, the agency would not work on press releasements, statements or PR)
* Third parties – UCAS, IDP, TSR, Find A Masters, Postgraduate Search, Opendays.com
* New media – such as FoneMedia, StackAdapt and Educate

We want our partner agency to broker the best deal with suppliers and advise on coverage, design and copy.

* 1. Proposed Contract Details

The University works closely with its partners and aims to accommodate the partners needs throughout planning any project or event.

Please note, we are happy to work with a lead agency that relies on sub-contractors, however, this must ensure joined-up approaches and a joined-up commitment to the University’s distinctive offer, and that methods such as reporting, communications and account management must be consistent.

The contract will run for 3 years with a 12-month break clause for both parties. If the supplier is not fulfilling the obligations agreed in the contract, the contract should then become null and void; the University is within its rights to terminate work on a 3 month notice period.

* 1. Financial

The University of Chichester will expect to be presented with a monthly invoice in arrears, plus any relevant back up documentation required, plus VAT. The University offers 30-day terms after receipt of invoicing.

# Part B:

1. Invitation to Tender

The University of Chichester invites you to tender for a contract to provide Security services to the Specification described in the preceding sections of this document.

The following sections detail the required format and key information for the submission of a compliant return.

* 1. Procurement timetable

The procurement project is working to the following timescale:

|  |  |
| --- | --- |
| Stage | Key Dates |
| Publication of Tender Notice | Monday 30th September 2024 |
| Supplier Clarifications Close | Friday 25th October 2024 |
| Closing Date for submission of Selection Questionnaire | Wednesday 30th October 2024 at 5pm |
| Confirmation of Outcome to Selection Questionnaire | 11th November 2024 |
| Publication of ITT | 11th November 2024 |
| Supplier Clarifications Close | Friday 29th November 2024 |
| Closing Date for submission of ITT | Sunday 8th December 2024 at 5pm |
| Invitations to Present Proposal | Friday 20th December 2024 |
| Buyer Clarifications | 8th December to 20th December 2024 |
| Presentations | Week commencing Monday 20th January 2025 |
| Award | Friday 31st January 2025 |

* 1. Supplier Meetings/ Presentation

Shortlisted Tenderers will be given the opportunity to make a short presentation to the University on the week commencing Monday 20th January 2025. This is to substantiate and elaborate upon the tender submission and the presentations carry 100% towards the final score. All questionnaire points will be rescored after the presentation stage – scoring will be the same as the given percentages in the assessment criteria. Details of the presentations will be forwarded to the shortlisted Tenderers.

The top 2- 5 scoring Tenderers will be invited to meet/ present, and details of the presentation format and times will be forwarded to shortlisted Tenderers no later than the close of business on Friday 20th December 2024.

* 1. Seeking Clarification

All requests for clarification (whether in relation to this document, the requirement, the terms and conditions or the Tender Submission document, Part B) should be submitted as soon as possible by email to:

[**tenders@chi.ac.uk**](mailto:tenders@chi.ac.uk)

The address named above is the nominated contact and Tenderers shall not make direct contact with any of the individual establishments or other named person who might be part of this procurement exercise.

A copy of all anonymised questions and answers will be maintained and distributed periodically to all organisations that have registered an expression of interest in this Invitation to Tender.

When submitting a clarification question, Tenderers should indicate whether or not they believe it to be commercially sensitive. At their complete discretion, the Customer may then decide to either agree to not publish the query and response (providing that the principle of equal availability of information to all Tenderers is not breached) or return the query to the Tenderer unanswered. **The last date for submitting a clarification question is 29th November 2024. Questions received after this date may not be answered.**

* 1. Tender information

Within in your tender response please outline the account management and planning processes you feel will help you ensure the smooth running of campaigns. Also help us understand this further by outlining a typical digital advertising campaign, and how best we can support its success. Please particularly reference what you need from the University in terms of access to data and resource.

It is helpful for us to understand the best processes from your perspective, and for you to identify what your approach is, and how this benefits the University.

If suppliers could also include a list of services and rates offered by the business, even those that aren’t outlined as a current need of the university, as this would be beneficial for future projects. An example of this would be the design of advertising; we have an in-house design team but it could be that occasionally we need to use external designs so it would be helpful to know if this service is available.

* 1. Tender Response Format

ITT responses should include the deliverables listed below and detailed within this section 2.5.

**Please ensure the responses follow the following order:**

3.5.1. Appendix 1 - Part A – ITT Letter and Declaration

Tenderers are required to complete the Form of Tender included within **Appendix 1, Part A**. The Form of Tender is mandatory. Failure to submit this form will result in elimination from the procurement exercise.

**Pass** = The Tenderer has signed and uploaded the Form of Tender.

**Fail** = The Tenderer has not signed and/or uploaded the Form of Tender.

***Please complete and sign this form.***

3.5.2. Appendix 1 - Part B – Executive Summary

Tenderers are required to provide an Executive Summary included within **Appendix 1, Part B.** This should be completed within **Appendix 1** in the space provided and **not as a separate document.**

This summary is to include a description of your methods of service delivery should your tender be successful and should also demonstrate a clear understanding of University of Chichester’s requirements and demonstrate why your tender should be selected for shortlist.

**Please note the maximum word count of 750 words.**

***Please complete this form.***

3.5.3. Appendix 1 - Part C - Technical Questions

Tenderers are required to complete the Technical Questions answer template included within **Appendix 1 Part C,** **and not as a separate document**. Your response should be in Microsoft Word. Details of question weightings and evaluation methodology are included in **Section 5 *‘Submission Details & Evaluation Criteria’.***

**Maximum word count limits must be adhered to and any response that exceeds the allocations will be disregarded and not be evaluated.**

Within your answers you are invited to propose outline recommendations for the future provision of the Security services at University of Chichester. Should you be proposing the same as the existing, your tender must state this. Any proposed changes to the current methods of operation or must be clearly defined under the relevant questions, including quantification for the change, indication of the timeframe together with any relevant mobilisation plans.

Please ensure that where relevant you refer to all of the general & specific requirements and include performance monitoring, quality assurance, new initiatives, innovation and your approach to customer service.

3.5.4. Additional Materials

Charts and/or diagrams can be used to assist in providing answers to questions however these should be kept at a minimum and only used where they add clarity in direct response to the question. Please do not embed any attachments within documents, instead include **within 1 other document labeled** ‘**Appendix 3b- additional information’**. No other appendices except those requested should be submitted as this will not be evaluated.

**Appendix 3a** should also be included and detail your proposed KPI’S for the contract.

* 1. Confidentiality and Freedom of Information

All tendering documentation and correspondence are treated as strictly confidential. However, the University is subject to UK Data Protection Legislation, and the Freedom of Information Act 2000. This means that the University can be asked to disclose procurement and contracting information. Please indicate any areas of your submission that you consider should be exempted from any disclosure requests and identify why they should not be disclosed.

1. Submission Details and Evaluation Criteria
   1. Submission Details

**All responses MUST be submitted electronically via email or other electronic means (e.g. file sharing site) prior to the Tender Response deadline date.**

**Please email your submission / link to:**

[**tenders@chi.ac.uk**](mailto:tenders@chi.ac.uk)

**All to arrive by 5pm GMT on Sunday 8th December 2024.**

**Late tenders will not be accepted.**

**It is the Tenderer’s responsibility to check that their full submissions are received by the closing date and time specified. Whilst we will endeavor to acknowledge these in a timely manner, please request a ‘received/read’ receipt when submitting.**

**Please note that any / all late bids received later than the date and time indicated may be disqualified from the tender process.**

**Tender submissions made by other means will not be accepted.**

**Please ensure that the name of the company submitting the bid is included within the title of any documents.**

**We ask that you keep your response succinct. Returns will be marked on content and NOT quantity!**

* 1. Evaluation Criteria

The University will be using the following evaluation criteria and weighting as a tool when analysing the proposals submitted:

**Evaluation/Acceptance of Tender**

The contract will be awarded based on an evaluation of the tender submission using a quality/price ratio of 80:20.

The University of Chichester shall not be bound to accept the lowest cost tender. The University will determine the winning Tender using the evaluation criteria shown below which determines the best value for money “VFM”.

Any tender which based on an evaluation fails to answer any questions in any category or fails any mandatory pass requirements will be rejected.

|  |  |  |  |
| --- | --- | --- | --- |
| Section Number | Criteria | Maximum Marks Available | Maximum Weighting Available |
| **SSQ Stage 1** | | | |
|  | Satisfactory completion of the Standard Selection Questionnaire | - | Pass/Fail |
|  | Compliance with the Social Value Model\* | - | Information Only |
|  | Resource Locality and Availability | - | Pass/Fail |
|  | Financials | - | Pass/Fail |
|  | Total SSQ Weighting | - | Pass/Fail |
| **ITT Stage 2 (answers to appendices 1 & 2)** | | | |
|  | Financials | 100 | 20% |
|  | **Total Price Weighting** |  | **20%** |
|  | *Tenderers Information & Form of Tender* | *-* | Pass/Fail |
|  | *Executive Summary* | *-* | Information only |
|  | **Organisational experience and capability** | **55** | **40%** |
|  | ***(Sub criteria)*** *Industry Knowledge* | *30* | *15%* |
|  | ***(Sub criteria)*** *Relationships with Partners; Third Parties* | *15* | *20%* |
|  | ***(Sub criteria)*** *Adherence with Data Protection Legislation* | *10* | *5%* |
|  | **Technical and Professional Capability** | **55** | **40%** |
|  | ***(Sub criteria)*** *Provision of relevant case studies and demonstration of skills to deliver the service required* | 10 | *20%* |
|  | ***(Sub criteria)*** *AI Strategy* | 10 | *10%* |
|  | ***(Sub criteria)*** *Business Continuity* | 20 | *5%* |
|  | ***(Sub criteria)*** *Team Profile Structure* | 15 | *5%* |
|  | **Total Technical Weighting** |  | **80%** |
|  | **Overall Total** |  | **100%** |
| **Presentation** | | | |
|  | Proposal clarification/ presentation |  | 100% |
|  | Total Presentation Weighting |  | 100%\*\* |
| Total | | 210 | 100% |

\*Within your proposal, please draw attention to your environmental sustainability policies and the activities you take in minimising climate damage, including for example energy minimisation.

\*\*Following the presentation, we will remark your tender responses and update scores to include additional findings. See section 4.7 below for further detail.

* 1. Evaluation Methodology – Technical Questionnaire

**The Technical response carries an overall weighting of 80%.** The Technical response will be evaluated independently of the financial response to this tender.

For all questions marks will be awarded according to the following scoring system:

|  |  |  |
| --- | --- | --- |
| **0** | **Unacceptable** | The response does not demonstrate that the supplier understands and/or does not demonstrate that the proposal will deliver the requirements in relation to the services.  No supporting information provided to evidence understanding and/or deliverability of the proposal. |
| **1** | **Unsatisfactory** | There are major reservations that the supplier understands and/or that the proposals will deliver the requirements in relation to the services. Limited or irrelevant supporting information provided to evidence understanding and/or deliverability of the proposal. |
| **2** | **Weak** | There are some minor reservations that the supplier understands and/or that the proposals will deliver the requirements in relation to the services. Limited supporting information is provided to evidence understanding and/or deliverability of the proposal. |
| **3** | **Meets the requirement** | The response demonstrates that the supplier understands and will deliver the requirements in relation to the services.  Satisfactory supporting information is provided to evidence understanding and deliverability of the proposal. |
| **4** | **Good** | A good response which demonstrates that the supplier has a good understanding and demonstrates that the proposal will deliver the requirements in relation to the services as well as delivering added value.  Good supporting information is provided which demonstrates good and relevant evidence of the supplier’s understanding and the deliverability of the overall proposal. |
| **5** | **Outstanding** | An outstanding response which demonstrates that the supplier has an exceptional and in depth understanding and demonstrates that the proposal will deliver the requirements as well as delivering significant added value and continuous improvement in relation to the services.  Exceptional supporting information is provided which demonstrates outstanding and relevant evidence of the supplier’s understanding and the deliverability of the overall proposal. |

The Technical response will be evaluated using the method below:

**Individual Question Score (expressed as a percentage) x Question Weighting x the Section Weighting = Question Weighted Score.**

**Sum of all Question Weighted Scores within a section = Total Section Weighted Score.**

**Sum of all Section Weighted Scores = Overall Technical Score for each Bidder**

**IMPORTANT: Ensure that you provide a detailed written response to the each of the Technical Questions as requested.**

**ALL** answers must relate directly to the University of Chichester and what will be implemented if your company is successful. **Performance will be measured against these tendered responses**.

* 1. Technical Evaluation Process

The Technical Evaluation Panel will comprise of technical experts from within The University of Chichester. The Panel will evaluate the same series of questions for all potential suppliers.

Members of the Evaluation Panel will undertake individual evaluation and scoring of bidders’ responses to the technical requirements. The verdicts and marks awarded will be based on the evidence submitted in the tender submissions.

The Evaluation Panel will then hold moderation meetings and the final technical evaluation will be conducted by consensus panels to agree a single set of scores.

* 1. Supplier Clarifications

Clarifications may be required to affirm the information provided in the tender. This may be conducted in writing or through a meeting. On completion of any clarification exercise, tender responses may be re-scored to take account of the clarification response.

* 1. Evaluation Methodology – Financial

The Financial response carries an overall weighting of 20% and will be evaluated independently of the technical response to this tender.

A zero cost or highest return to The University of Chichester over the contract term will be awarded 100% of the points available. Other bidders' contract costs will score proportionally less depending on the % they are priced higher than the lowest bid.

Tendered prices must be held for at least the first 12 months of the contract. From Year 2, should there be a need to adjust prices, pricing will be agreed in advance with University of Chichester.

* 1. Evaluation Methodology – Presentation

The presentation carries a weighting of 100% as all questionnaire points will be rescored after the presentation stage – scoring will be the same as the given percentages in the assessment criteria for both the financial and technical sections.