

South Staffordshire College

Tender Document

for the

Procurement

of

Digital Media Buying & Campaign Optimisation

Dated 31st January 2025

Document Number SSC20250003

Rodbaston Campus
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South Staffordshire College was created in 2009, as a result of a merger – Cannock Chase Technical College, Rodbaston College, Lichfield College and two Tamworth College Campuses.

South Staffordshire College offers a range of Further Education courses, encompassing 10,000 learners. It also has a Higher Education provision in conjunction with the University of Wolverhampton and Staffordshire University.

South Staffordshire College has a Turnover of £33 million.

South Staffordshire College is seeking proposals from qualified Digital Marketing Companies to provide Digital Media Buying and Campaign Optimisation Services. If you have worked with FE colleges or within the education space this would be advantageous.

South Staffordshire College now puts forth this Tender.

GENERAL INFORMATION

1. INTRODUCTION

- 1.1 South Staffordshire College invites Tenders for the Digital Media Buying & Campaign Optimisation. All Information can be found in APPENDIX A.
- 1.2 This Invitation to Tender (ITT) is issued simultaneously to all organisations invited to tender. Tenderers should read this ITT document as soon after receipt as possible.
- 1.3 This ITT document should provide all the information required.
- 1.4 Tenderers are (in accordance with the provisions set out below) invited to submit Tenders by no later than 1200HRS 28th February 2025. The Tenderer with the Most Economically Advantageous and Experience with expertise in digital media buying and campaign optimization; Quality and Feasibility; Cost Effectiveness; References and Case Studies and the ability to meet the College's KPI's Specification Adherence Tender will be awarded the contract.

2. RIGHT TO CANCEL OR VARY THE PROCESS

- 2.1 South Staffordshire College reserves the right.
- 2.2 Not to award a contract.
- 2.4 To require a Tenderer to clarify its submission in writing and/or provide additional information (failure to respond adequately may result in a Tenderer not being successful).
- 2.5 Amend these Instructions to Tenderers.

3. TENDER DOCUMENTS

- 3.1 This Invitation to Tender (ITT), describes the form and content of Tenders, the timetable for all Service, the tendering process and the commercial terms on which South Staffordshire College will award in due course to the successful Tenderer.

4. THE SPECIFICATION

- 4.1 South Staffordshire College will not accept changes to the Purchase Order/Terms & Conditions that it intends to enter into the Contract with the Successful Tenderer.
- 4.2 Mark-ups of the Contract are not invited and if a Tenderer submits any mark-ups or makes amendments to this document or indicates that they do not accept any or all the terms of the Tender, South Staffordshire College will reject that Tender.
- 4.3 Accordingly, every Tender received by South Staffordshire College shall be deemed to have been made subject to the terms and conditions of the Purchase Order unless South Staffordshire College has expressly agreed in writing to the contrary and the document (or a legible copy thereof) expressing that agreement is appended to and therefore forms part of the Contract. Any alternative terms or conditions offered on behalf of a Tenderer shall be deemed to have been rejected by South Staffordshire College unless expressly accepted by it in writing.
- 4.4 Tenderers should note that the Product/Service Provider shall be contractually bound to deliver the Service in accordance with the terms set out in the South Staffordshire Terms & Conditions Contract.
- 4.5 The successful Tenderer will be required to execute the Purchase Order as soon it has been issued (the Tenderer has been announced/awarded the contract). This is to ensure the continuity of the current marketing activity prior to Launch in September and shall not commence the provision of the Service nor be entitled to any remuneration whatsoever until it has done so unless otherwise expressly agreed at its discretion by South Staffordshire College.
- 4.6 The successful Tenderer shall be liable for any loss or damage incurred by South Staffordshire College if the Service cannot be delivered on the Commencement Date as a result of the successful Tenderer's failure to execute the Contract properly.

5. RESPONSE DOCUMENTATION

- 5.1 The Response Document sets out the form to be completed by the Tenderers in APPENDIX A. This is the only response document acceptable.

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TENDER PROCESS

6. THE PROCUREMENT PROCESS

- 6.1 South Staffordshire College is conducting this procurement tender to find a Partner for the Digital Media Buying and Campaign Optimisation. This Tender is therefore launched as per Appendix A for Delivery 1st September 2025.
- 6.2 It does however mean that there will be no opportunity to enter into negotiation around the Procurement of Service. Accordingly, Tenderers must ensure that they have understood South Staffordshire College's requirements. If there are any required questions/clarifications on the specifications in Appendix A, send them to Tenders@southstaffs.ac.uk

7. POST SUBMISSION OF TENDERS

- 7.1 Following submission of Tenders they will be evaluated on Experience and expertise in digital media buying and campaign optimization; Quality and Feasibility; Cost Effectiveness; References and Case Studies and the ability to meet the College's KPI's. If necessary, this may be preceded by a period of clarification.
- 7.2 Tenderers will be notified of the Tender award decision by email and a standstill period of 5 calendar days will be provided for before any agreement is entered into.
- 7.3 The award, is subject to the formal approval processes of South Staffordshire College. Until all necessary approvals are obtained and the standstill period completed, no agreement will be entered into.
- 7.4 South Staffordshire College reserves the right at any time to determine whether or not to continue with this Tender and whether or not to enter into any agreement with a Tenderer.

8. CONTENTS OF THE TENDER

- 8.1 Tenderers are invited to submit one compliant Tender (on this Tender Document). Variants are not permitted and will be rejected. A variant submission will be considered non-compliant and not substantially complete for the purposes.
- 8.2 All prices and rates shall be annotated as Exclusive and Inclusive of Value Added Tax. South Staffordshire College shall not pay any sum or sums other than those set out in the Pricing Document.

- 8.3 Responses should be self-contained.
- 8.4 Generic and promotional material should not be included. Only required documentation as stated in Appendix A.
- 8.5 Tenderers should ensure that their Tender is complete when submitted. Any Incomplete Tenders will be rejected. (Unless Tenderer is unable to supply a certain model).
- 8.6 Tenders received after the Deadline will be rejected.
- 8.7 Each section of the Tender shall:**
- 8.7.1 Be submitted in English.
- 8.7.2 Price and financial data provided must be submitted in or converted into pounds sterling.

9. CONDITIONS OF TENDERING

- 9.1 Sufficiency of Information.
- 9.2 The Tenderer shall ensure that it is familiar with the content, the extent and nature of its obligations as outlined in the Tender documents and shall in any event be deemed to have done so before submitting its Tender.
- 9.3 The Tenderer will be deemed for all purposes connected with the Tender documents to have carried out all research, investigations and enquiries which can reasonably be carried out and to have satisfied itself as to the nature, extent, volume and character of the Service in the context of and as described in the Specification.

10. PROCEDURE FOR SUBMITTING TENDERS

- 10.1 Tenderers are required to submit their completed Response (attachments/documents) via email to:- Tenders@southstaffs.ac.uk
- 10.2 All Forms of Tender must remain valid and open for acceptance by South Staffordshire College for a period of six months.
- 10.3 The Tenderer shall include in its Tender details of all information or assumptions that it has considered in relation to the submission of its Tender which must in any event be in accordance with the requirements, conditions and stipulations of these Instructions to Tenderers.

10.4 In addition, the Tenderer shall give further written or verbal details and information as may reasonably be requested by South Staffordshire College.

11. COMPLIANCE CHECKS

11.1 All Tenders will be first checked for compliance with this ITT and for completeness. The Evaluation Team may seek clarification from the Tenderers in order for the Evaluation Team to determine if a Tender is complete and compliant. Tenderers are reminded that Tenders must not be qualified or subject to clarification or confirmation and must be submitted strictly in accordance with this ITT.

11.2 If a Tender is not substantially complete, or is qualified, is offered as, or is not submitted in accordance with this ITT, then South Staffordshire College will exclude such responses from further consideration. South Staffordshire College decision to exclude such a Tender shall be final.

11.3 A Compliant Tender is one which

11.3.1 Is complete as per the key specifications in Appendix A

11.3.2 Is not qualified or subject to clarification or confirmation and does not leave any material matter for negotiation or dialogue (this being an Open Procedure which does not facilitate negotiation).

11.3.3 Does not derogate from the Contract.

11.3.4 Is delivered before the Deadline.

12. TENDER EVALUATION AND AWARD PROCEDURE

12.1 Award Stage: Tenders successfully passing the Qualification Stage will be subject to the Award Stage. Evaluation which will comprise an assessment of the Tenders to determine which is the most economically/advantageous to South Staffordshire College.

12.2 South Staffordshire College shall not be bound to award the Contract to the Tenderer with the lowest price structure.

12.3 South Staffordshire College reserves to itself the right in its absolute discretion.

12.4 Not to award the Contract.

12.5 Where information or documentation submitted by Tenderers is or appears to be incomplete or erroneous, South Staffordshire College reserves the right at its absolute discretion to

request Tenderers to submit, supplement, clarify or complete the relevant information or documentation within a time limit to be given.

12.6 Evaluation Team

12.7 South Staffordshire College has established an evaluation team comprising of representatives from the Marketing and Procurement Department on (Dates to be advised) being the Commencement Date.

14. COSTS AND EXPENSES

14.1 All costs, expenses and liabilities incurred by the Tenderer in connection with preparation and submission of the Tender will be borne by the Tenderer.

14.2 The Tenderer shall have no claim whatsoever against South Staffordshire College in respect of such costs and in particular (but without limitation) South Staffordshire College shall not make any payments to the successful Tenderer or any other Tenderer save as expressly provided for in the Purchase Order and (save to the extent set out in the Tender documents) no compensation or remuneration shall otherwise be payable to the successful Tenderer in respect of the Products by reason being different from that envisaged by the successful Tenderer or otherwise.

15. CONFIDENTIALITY AND OWNERSHIP OF DOCUMENTS

15.1 The Tender documents and all other documentation issued by South Staffordshire College relating to the Purchase Order shall be treated by the Tenderer as private and confidential for use only in connection with the Tender and any resulting Purchase Order and shall not be disclosed in whole or in part to any third party without the prior written consent of South Staffordshire College save where such information has been disclosed for the purposes of obtaining quotations from OEM's (Original Equipment Manufacturer's).

15.2 The copyright in all the documents that constitute the Contract shall vest in South Staffordshire College and all such documents and all copies thereof are and shall remain the property of South Staffordshire College and must be returned to South Staffordshire College upon demand.

15.3 South Staffordshire College may disclose detailed information relating to the Tender to their Directors or Officers who have a final involvement in the Tender Process prior to The Award.

16. ANNOUNCEMENTS

16.1 South Staffordshire College reserves the right to publish the amounts of Tenders and the name of the successful Tenderer and to publish such other information regarding Tenders as it may be required to publish in accordance with statutory provisions with which South Staffordshire College must comply.

17. EQUAL OPPORTUNITIES

17.1 Tenderers are reminded of their obligations to comply with the provisions of the Equalities Legislation and the obligations on the successful Tenderer to assist the Council to comply with their obligations under the Equalities Legislation.

18. MODERN SALVERY & HUMAN TRAFFICKING

18.1 South Staffordshire College are also committed to ensuring there is transparency in our own business and in our approach to tackling modern slavery throughout our supply chains, consistent with our disclosure obligations under the Modern Slavery Act 2015. We expect the same high standards from all our contractors, suppliers and other business partners and as part of our contracting processes and include specific prohibitions against the use of forced, compulsory or trafficked labour, or anyone held in slavery or servitude, whether adults or children, and we expect that our suppliers will hold their own suppliers to the same high standards.

This policy applies to all persons working for us or on our behalf in any capacity, including employees at all levels; directors; officers, agency workers, seconded workers, volunteers, interns, agents, contractors, external consultants, third-party representatives, and business partners.

APPENDIX A

KEY SPECIFICATIONS

CONFIDENTIAL

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Digital Media Buying and Campaign Optimisation

Introduction

South Staffordshire College is seeking proposals from qualified Digital Marketing Companies to provide Digital Media Buying and Campaign Optimisation services. This is a 12 month Contract, which could extend for 2 years after the initial year of the tender. If you have worked with FE colleges or within the education space this would be advantageous.

Objective

The objective of this proposal is to identify a digital marketing partner who can support South Staffordshire College in achieving our KPIs, through effective Digital Media Buying and Optimisation of Campaigns, to drive student recruitment for our school leaver and adult courses as well as apprenticeships. For more information about the courses, we offer please visit www.southstaffs.ac.uk. We also want to raise awareness of the six open days that the college runs per academic year and to drive pre-bookings. In addition to this we also want to target businesses to encourage them to take on an apprentice. We want the selected provider to work as an extension of our team to support the achievement of KPIs and deliver ROI.

Scope of Work

The selected digital marketing company will be responsible for:-

- Providing strategic advice on the best approaches and platform choices to achieve our college KPIs;
- Developing and executing digital media buying strategies;
- Optimising campaigns across various digital platforms;
- Reporting on performance of each tactic and campaign;
- An agreed digital marketing plan to be in place in advance of 1st September 2025 to ensure marketing assets can be created in time to ensure continuity of current marketing activity.

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Social Media Platforms

The table below outlines the current platforms used, however we are open to advice on how best to achieve our KPI's.

TikTok	YouTube
Meta	Instagram
Google	Snapchat
LinkedIn	Fonemedia

Proposal Requirements

Interested companies are requested to submit a detailed proposal that includes:

- Company background and experience in digital media buying and campaign optimisation
- Propose strategy and approach for each platform listed; proposed strategy and approach for each target audience and the suggest platforms to use and why
- Results case studies or examples of previous work with similar clients
- Detailed cost breakdown and pricing structure including any management fees (See Table below to annotate costs).
- Timeline for implementation and key milestones
- Any additional value-added services or recommendations

Submission Guidelines:

- Proposals must be submitted by 1200hrs 28th February 2025

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Experience and expertise in digital media buying and campaign optimisation.
2. Quality and feasibility of the proposed strategy.
3. Cost-effectiveness and value for money.
4. References and case studies.
5. Ability to meet the college's KPIs and timelines.

Contact Information

For any questions or further information, please contact: Hannah James, Director of Commercial, Marketing and Events using hannah.james@southstaffs.ac.uk Please include "RFP for digital media buying and campaign optimisation" in the subject line of your email

We look forward to receiving your proposals and partnering with a company that can help us achieve our digital marketing goals.

Cost Breakdown

Company.....

Service	Costs Excl VAT	Cost Incl VAT
Management Fees 12 Months		
Optimisation Fees 12 Months		
Media Spend Examples	Costs Excl VAT	Cost Incl VAT
Tik Tok		
Meta		
Google		
Snapchat		
Instagram		
YouTube		
Fonemedia		
LinkedIn		
Other(s)		
TOTAL COSTS		

South Staffordshire College
t: 0300 456 2424
e: enquiries@southstaffs.ac.uk
w: www.southstaffs.ac.uk



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FORMAL REQUIREMENTS

1. I/We have read the information provided within this Invitation To Tender (ITT) document and, subject to and upon the Terms and Conditions Contained herein, I/We offer to supply the services described in this Tender Document in such manner as may be required.

DECLARATION BY THE AUTHORISED REPRESENTATIVE(S):

NAME OF LEGAL REPRESENTATIVE:-

I, the undersigned, certify that the information given in this tender is correct and that the tender is valid.

SIGNATURE: -..... DATE: -

First name:..... Last name:.....

Company:.....

Title (e.g. Dr, Mr, Mrs).....

Position (e.g. Manager, Director).....

Telephone number:.....

e-mail address:.....

Website:.....

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