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Contract

# **Raising Awareness of the Community Finance Sector**

FAIR4ALL FINANCE LIMITED

F03: Contract award notice

Notice identifier: 2024/S 000-003687

Procurement identifier (OCID): ocds-h6vhtk-03f9e9

Published 5 February 2024, 12:52pm

# **Section I: Contracting authority**

# I.1) Name and addresses

FAIR4ALL FINANCE LIMITED

2nd Floor 28 Commercial Street

London

E16LS

#### Contact

Gary Stephens

#### **Email**

procurement@fair4allfinance.org.uk

## **Telephone**

+44 7940519544

## Country

United Kingdom

# Region code

UKI42 - Tower Hamlets

# **Companies House**

11810533

# Internet address(es)

Main address

www.fair4allfinance.org.uk

# I.4) Type of the contracting authority

Body governed by public law

# I.5) Main activity

Economic and financial affairs

# **Section II: Object**

# II.1) Scope of the procurement

### II.1.1) Title

Raising Awareness of the Community Finance Sector

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

## II.1.3) Type of contract

Services

### II.1.4) Short description

Fair4All Finance is seeking experience marketing provider(s) for a 3-year contract with the objective of raising awareness and consideration of the community finance sector.

The requirement covers key deliverables as follows:

a Lot 1 - Strategic PR & Marketing

- PR & Earned Media Press Office (year 1 and beyond)
- Strategic Sector Positioning & Messaging Framework (year 1 only)
- 5-10 Year Strategic Marketing & Communications Plan (year 1 only)
- Ad Hoc Requirements (year 1 and beyond)

b Lot 2 - Measurement & Reporting (Year 1 and beyond)

• Delivery of a usable measurement and reporting framework to monitor the impact of our PR and marketing activity on an ongoing basi.

#### II.1.6) Information about lots

This contract is divided into lots: Yes

#### II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,000,000

# II.2) Description

#### II.2.1) Title

Strategic PR & Marketing

Lot No

1

## II.2.2) Additional CPV code(s)

• 79340000 - Advertising and marketing services

## II.2.3) Place of performance

**NUTS** codes

• UKI - London

### II.2.4) Description of the procurement

Lot 1 - Strategic PR & Marketing

- PR & Earned Media Press Office (year 1 and beyond)
- Strategic Sector Positioning & Messaging Framework (year 1 only)
- 5-10 Year Strategic Marketing & Communications Plan (year 1 only)
- Ad Hoc Requirements (year 1 and beyond)

#### II.2.5) Award criteria

Price

### II.2.11) Information about options

Options: No

#### II.2.14) Additional information

Price was not the only award criterion and all criteria are stated only in the procurement documents

## II.2) Description

### II.2.1) Title

Measurement & Reporting

Lot No

2

# II.2.2) Additional CPV code(s)

• 79310000 - Market research services

### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

## II.2.4) Description of the procurement

Lot 2 - Measurement & Reporting (Year 1 and beyond)

• Delivery of a usable measurement and reporting framework to monitor the impact of our PR and marketing activity on an ongoing basis

#### II.2.5) Award criteria

Price

### II.2.11) Information about options

Options: No

#### II.2.14) Additional information

Price was not the only award criterion and all criteria are stated only in the procurement document

# Section IV. Procedure

# **IV.1) Description**

### IV.1.1) Type of procedure

Restricted procedure

## IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

# IV.2) Administrative information

### IV.2.1) Previous publication concerning this procedure

Notice number: <u>2023/S 000-026126</u>

# Section V. Award of contract

### Lot No

1

A contract/lot is awarded: Yes

## V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

31 January 2024

#### V.2.2) Information about tenders

Number of tenders received: 17

The contract has been awarded to a group of economic operators: No

### V.2.3) Name and address of the contractor

Instinctif Partners

London

#### EC2V7NQ

Country

**United Kingdom** 

**NUTS** code

• UK - United Kingdom

Companies House

01036926

The contractor is an SME

No

# V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £870,000

# Section V. Award of contract

#### Lot No

2

A contract/lot is awarded: Yes

# V.2) Award of contract

### V.2.1) Date of conclusion of the contract

31 January 2024

# V.2.2) Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: No

### V.2.3) Name and address of the contractor

Truth Consulting Limited
London
EC2V 7NQ
Country
United Kingdom
NUTS code
UKI - London
Companies House
05844296
The contractor is an SME
No
V.2.4) Information on value of contract/lot (excluding VAT)
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Total value of the contract/lot: £100,000
Total value of the contract/lot: £100,000
Total value of the contract/lot: £100,000  Section VI. Complementary information
Total value of the contract/lot: £100,000  Section VI. Complementary information  VI.4) Procedures for review
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