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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 basis.

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: [2023/S 000-026126](#)

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)

Total value of the contract/lot: £100,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom