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Tender

## **B2C Marketing Agency**

The Crown Estate Commissioners

F02: Contract notice

Notice identifier: 2024/S 000-005433

Procurement identifier (OCID): ocds-h6vhtk-043b42

Published 19 February 2024, 4:20pm

## **Section I: Contracting authority**

### **I.1) Name and addresses**

The Crown Estate Commissioners

1 St James Market

London

SW1Y 4AH

### **Contact**

Helen Walker

### **Email**

[helen.walker@thecrownestate.co.uk](mailto:helen.walker@thecrownestate.co.uk)

### **Country**

United Kingdom

**Region code**

UKI - London

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.thecrownestate.co.uk](http://www.thecrownestate.co.uk)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://secure.sourcedogq.com/profile/676e86f0-50b5-4563-b7b6-529dcfeb28b7/requests/59368>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://secure.sourcedogq.com/profile/676e86f0-50b5-4563-b7b6-529dcfeb28b7/requests/59368>

**I.4) Type of the contracting authority**

Other type

Public Corporation

**I.5) Main activity**

Other activity

Property

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

B2C Marketing Agency

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Crown Estate is running this invitation to tender to appoint a full-service marketing agency to operate consumer marketing for Regent Street and St James's neighbourhoods in London.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

#### **II.2.4) Description of the procurement**

The Crown Estate is running this invitation to tender to appoint a full-service marketing agency to operate consumer marketing for Regent Street and St James's neighbourhoods in London.

#### **II.2.5) Award criteria**

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

documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open 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.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 March 2024

Local time

12:00pm

##### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

##### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

##### **IV.2.7) Conditions for opening of tenders**

Date

20 March 2024

Local time

1:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The Crown Estate Commissioners

1 St James's Market

London

SW1Y 4AH

Email

[tenders@thecrownestate.co.uk](mailto:tenders@thecrownestate.co.uk)

Country

United Kingdom