

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/005557-2021>

Tender

## **GSV2256 - Media Buying Services**

The Corporate Officer of the House of Commons

F02: Contract notice

Notice identifier: 2021/S 000-005557

Procurement identifier (OCID): ocds-h6vhtk-029d26

Published 18 March 2021, 5:35pm

### **Section I: Contracting authority**

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

The Corporate Officer of the House of Commons

Westminster

London

SW1A 0AA

#### **Email**

[CARPENTERV@PARLIAMENT.UK](mailto:CARPENTERV@PARLIAMENT.UK)

#### **Country**

United Kingdom

#### **NUTS code**

UKI32 - Westminster

## **Internet address(es)**

Main address

<https://in-tendhost.co.uk/parliamentuk.aspx/Home>

Buyer's address

<https://in-tendhost.co.uk/parliamentuk.aspx/Home>

## **I.3) Communication**

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

<https://in-tendhost.co.uk/parliamentuk.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Ministry or any other national or federal authority

## **I.5) Main activity**

General public services

---

## **Section II: Object**

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

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

GSV2256 - Media Buying Services

Reference number

GSV2256

**II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The House of Commons requires a Media Buying Agency to: Identify and build proposals for annual advertising contracts; Bespoke media planning to support bulk recruitment activity which both drives quality applications and increases brand awareness in niche skills boards and groups; Provide robust reporting to support future decision making based on data; Keep the Authority abreast of new media developments and promotion opportunities; Provide responses with short lead times and booking requests; and attend meetings at the Authority's premises as requested and market insights/benchmarking.

**II.1.5) Estimated total value**

Value excluding VAT: £300,000

**II.1.6) Information about lots**

This contract is divided into lots: No

**II.2) Description****II.2.3) Place of performance**

NUTS codes

- UKI32 - Westminster

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

The House of Commons requires a Media Buying Agency to: Identify and build proposals for annual advertising contracts; Bespoke media planning to support bulk recruitment activity which both drives quality applications and increases brand awareness in niche skills boards and groups; Provide robust reporting to support future decision making based on data; Keep the Authority abreast of new media developments and promotion opportunities; Provide responses with short lead times and booking requests; and attend meetings at the

Authority's premises as requested and market insights/benchmarking.

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £300,000

### **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

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

---

## **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: Yes

### **IV.2) Administrative information**

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

Date

20 April 2021

Local time

12:00pm

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

English

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

Date

20 April 2021

Local time

12:00pm

---

## **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 High Court of Justice

The Strand

London

WC2A 2LL

Country

Afghanistan