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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

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