

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/005712-2025>

Tender

Supply of Search Engine Optimisation Services (SEO)

British Council

F02: Contract notice

Notice identifier: 2025/S 000-005712

Procurement identifier (OCID): ocds-h6vhtk-04e39d

Published 19 February 2025, 4:41am

Section I: Contracting authority

I.1) Name and addresses

British Council

London

Email

MENApurchase@britishcouncil.org

Country

United Kingdom

Region code

UK - United Kingdom

Charity Commission (England and Wales)

British Council

Internet address(es)

Main address

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

Buyer's address

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

I.3) Communication

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

<https://www.tap.tcsapps.com/tap2/#/login-supplier>

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

Regional or local authority

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Supply of Search Engine Optimisation Services (SEO)

Reference number

ITT1022626

II.1.2) Main CPV code

- 72414000 - Web search engine providers

II.1.3) Type of contract

Services

II.1.4) Short description

<https://tap.tcsapps.com/tap2/#/login-supplier>

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Supply of Search Engine Optimisation Services (SEO) to the British Council

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

24

This contract is subject to renewal

Yes

Description of renewals

2 years

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 III. Legal, economic, financial and technical information

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

Execution of the service is reserved to a particular profession

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

6 March 2025

Local time

4:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

12 March 2025

Local time

4:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

British Council

London

Country

United Kingdom