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Planning

Westminster Reveals

capitalEsourcing

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2022/S 000-005777

Procurement identifier (OCID): ocds-h6vhtk-031d2a

Published 2 March 2022, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

capitalEsourcing

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London

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Email

scoleman@westminster.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

https://www.capitalesourcing.com/web/login.shtml

Buyer's address

https://www.capitalesourcing.com/web/login.shtml

I.3) Communication

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://www.capitalesourcing.com/web/login.shtml

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

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Westminster Reveals

Reference number

P1238

II.1.2) Main CPV code

• 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

We are seeking proposals to support the continuation of the council's Westminster Reveals campaign. www.westminster.gov.uk/westminster-reveals

Westminster Reveals launched in June 2021, with the aim of driving visitors back to the city, as venues reopened post-lockdown. The campaign was made up of online, digital and print components and was successful in generating media coverage, social media engagement and an increase in footfall to a number of activations taking place in Westminster during the seven month campaign.

We are now seeking a partner to provide expertise and support to grow and sustain the campaign over a two year period. The campaign must continue to build and position Westminster as destination brand. With this in mind, messaging and tactics deployed must be audience-centric and adapted across specific channels to target visitors, businesses and residents. We will need advice on evolving the current web presence that will allow us to present the West End and Westminster and the wider borough as a destination brand. We will also need support in evaluating the campaign to ensure we can report on the success of the campaign.

Reference: itt WCC 15636 Westminster Reveals

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 Advertising consultancy services
- 79342200 Promotional services

II.2.3) Place of performance

NUTS codes

• UK - United Kingdom

II.2.4) Description of the procurement

Marketing Campaign: made up of online, digital and print components to generate media coverage, social media engagement and an increase in footfall to the city.

II.2.5) Award criteria

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

II.2.13) Information about European Union Funds

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

II.3) Estimated date of publication of contract notice

23 March 2022

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

To participate in the Tender, please click the link below.

https://www.capitalesourcing.com/web/login.shtml and search for

itt_WCC_15636 Westminster Reveals

If you are not registered on Westminster City Council's capitalEsourcing e-tendering portal, but would like to participate in the tender once it has been published, please use the link below and follow the on-screen registration instructions. https://www.capitalesourcing.com/web/login.shtml

VI.4) Procedures for review

VI.4.1) Review body

Westminster City Council

London

Country

United Kingdom