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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): ocids-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](mailto: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

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## 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](http://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

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## **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

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## **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