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Planning

Communications and Marketing TTP Comms to Market

Defra Network eTendering Portal

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-005863

Procurement identifier (OCID): ocds-h6vhtk-04e40a

Published 19 February 2025, 2:10pm

Section I: Contracting authority

I.1) Name and addresses

Defra Network eTendering Portal

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Contact

Network Procurement

Email

network.procurement@defra.gov.uk

Telephone

+44 3459335577

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communications and Marketing TTP Comms to Market

Reference number

P-37568

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Communications and Marketing TPP Comms to Market

II.1.5) Estimated total value

Value excluding VAT: £1

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79320000 - Public-opinion polling services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services

- 79300000 - Market and economic research; polling and statistics

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

A briefing note for suppliers: Changes to procurement in Defra

This Prior Information Notice (PIN) relates to Corporate Solutions – Communications and Marketing. The intention is to share some updates regarding the application of the new Procurement Act in this area. Other such notices may be published by other category teams within Defra, and if your business operates across multiple categories you should review all relevant notices for updates.

The Procurement Act 2023 is new legislation that will change the way the public sector buys goods and services. It aims to:

- create a simpler and more flexible commercial system
- open up public procurement to new entrants
- take tougher action on underperforming suppliers
- embed transparency throughout the commercial lifecycle

The changes are expected to start on 24 February 2025.

The existing legislation will apply until 24 February 2025. After 24 February 2025, it will only apply to procurements and contracts that started before this date, i.e. if the Invitation to Tender (ITT) was published, a voluntary transparency notice was published, or a pricing request was issued.

The new features for suppliers include:

- a central digital platform
- a simplified bidding process
- more flexible commercial frameworks
- a new duty on contracting authorities to consider barriers facing SMEs and VCSEs
- a stronger exclusions framework

What will stay the same

If you are an existing or potential supplier to Defra and have live contracts, are a member of an existing framework, or are planning to bid for a procurement that has or will start prior to the new regime commencing, that arrangement will continue to be subject to the existing Public Contracting Regulations until the contract ends. The same principle applies

to any contracts that are subject to any other associated procurement regulations, such as The Utilities Contracts Regulations.

What you need to do

If you are a supplier, you should:

- read the government guidance:

<https://www.gov.uk/government/collections/transforming-public-procurement>

- sign up for regular TPP updates:

<https://docs.google.com/forms/d/e/1FAIpQLSdMgwpZ1kwubGUpKMLwu0ZpHS8zdWmXKgaHUJKRI-SwqQT95w/viewform>

- read the government TPP Knowledge Drops:

<https://www.gov.uk/guidance/the-official-transforming-public-procurement-knowledge-drops>

We recommend that you familiarise yourself with the new Central Digital Platform using these guidance videos:

- An overview of the central digital platform, an enhanced Find a Tender service:

<https://www.youtube.com/watch?v=TSfxoZoV3yI>

- How to register an organisation and the first administrator in 3 easy steps

<https://www.youtube.com/watch?v=lnjCa4swtjA>

- Detailed walkthrough: How an administrator completes and updates supplier info

<https://www.youtube.com/watch?v=i4ZdbMGRqeQ>

- The central digital platform, an enhanced Find a Tender service:

<https://www.youtube.com/watch?v=TSfxoZoV3yI>

If you have a question about the new procurement act, contact the Transforming Public Procurement helpdesk at: procurement.reform@cabinetoffice.gov.uk.

Further information

It is anticipated that there will be little change in this category due to the continued use of existing framework agreements. At this time we are not aware of any upcoming procurements which will be procured outside of existing framework agreements.

II.3) Estimated date of publication of contract notice

19 February 2025

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: No