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Tender

## AM\_874 Content Agency Services for Americas

British Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-007332

Procurement identifier (OCID): ocds-h6vhtk-061042

Published 27 January 2026, 7:01pm

### Scope

### Description

Content Agency Services for Americas Region

### Total value (estimated)

- £202,500 excluding VAT
- £250,000 including VAT

Above the relevant threshold

### Contract dates (estimated)

- 1 April 2026 to 1 April 2028
- Possible extension to 1 April 2030

- 4 years, 1 day

Description of possible extension:

1 Year + 1 Year possible extensions

## **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services

## **Lot constraints**

Maximum number of lots a supplier can bid for: 3

Maximum number of lots a supplier can be awarded: 3

## **Not the same for all lots**

Contract locations are shown in Lot sections, because they are not the same for all lots.

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## **Lot 1. Lot 1 Content Agency Services for Americas Region**

## Description

Content Agency Services for Americas Region Cover Countries as United States and Canada

### Lot value (estimated)

- £60,750 excluding VAT
- £75,000 including VAT

### Contract locations

- CA - Canada

### Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## Lot 2. Lot 2 Content Agency Services for Americas Region

### Description

Content Agency Services for Americas Region Cover Countries as Mexico and Colombia

### Lot value (estimated)

- £60,750 excluding VAT
- £75,000 including VAT

## **Contract locations**

- CO - Colombia

## **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 3. Lot 3 Content Agency Services for Americas Region**

### **Description**

Content Agency Services for Americas Region Cover Countries as Ecuador, Venezuela, Chile, Argentina, Uruguay, Peru & Caribbean (Costa Rica, Panama, Cuba, Dominican Republic, Jamaica, Trinidad and Tobago)

### **Lot value (estimated)**

- £20,250 excluding VAT
- £25,000 including VAT

## **Contract locations**

- AR - Argentina

## **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 4. Lot 4 Content Agency Services for Americas Region**

### **Description**

Content Agency Services for Americas Region Cover Country as Brazil

### **Lot value (estimated)**

- £60,750 excluding VAT
- £75,000 including VAT

### **Contract locations**

- BR - Brazil

### **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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### **Submission**

#### **Enquiry deadline**

12 February 2026, 4:00am

#### **Submission type**

Requests to participate

**Deadline for requests to participate**

19 February 2026, 8:00pm

**Submission address and any special instructions**

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

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

**Award decision date (estimated)**

1 April 2026

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**Award criteria**

Name	Description	Type
Social Value	Social Value	Quality
Experience & Credentials	Experience & Credentials	Quality
Methodology and Approach	Methodology and Approach	Quality
Commercial	Commercial	Price

## **Weighting description**

Criteria according ITT documents

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

### **Competitive flexible procedure description**

The British Council is seeking to appoint content creation agency to work across Americas region

### **Reduced tendering period**

Yes

Negotiated tendering period - utilities contract or not central government - no minimum

## Documents

### Technical specifications to be met

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

Find our tendering process on our web address <https://tap.tcsapps.com/tap2/#/login-supplier>

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## Contracting authority

### British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Mauricio Zapata

Email: [Mauricio.Zapata@britishcouncil.org](mailto:Mauricio.Zapata@britishcouncil.org)

Website: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government