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Planning

PR Marketing Services

Department for Business & Trade

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-008672

Procurement identifier (OCID): ocds-h6vhtk-03b5e3

Published 24 March 2023, 2:07pm

Section I: Contracting authority

I.1) Name and addresses

Department for Business & Trade

London

Email

commercialmarevents@trade.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-business-and-trade>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR Marketing Services

II.1.2) Main CPV code

- 79900000 - Miscellaneous business and business-related services

II.1.3) Type of contract

Services

II.1.4) Short description

The Department for Business and Trade (DBT) unifies what was the Department for International Trade and the business-facing parts of what was the Department for Business, Energy and Industrial Strategy. It brings sector, market and regulation experts together with world-class trade negotiators and business-support teams across the UK and overseas. This is to make the UK the best place to start and grow a company – helping create the business growth that contributes to better jobs and higher wages and living standards.

DBT is looking for a specialist B2B PR agency. The agency must have proven capabilities to provide PR strategies that support securing proactive PR coverage across a range of

domestic media outlets.

II.1.5) Estimated total value

Value excluding VAT: £1,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79900000 - Miscellaneous business and business-related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Provision of PR Marketing Services.

II.3) Estimated date of publication of contract notice

10 May 2023

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

Pre-Market Engagement is due to take place on 21st April 2023. Timing and further details of the event are to be confirmed. If you are interested in attending, please contact commercialmarevents@trade.gov.uk.

To go out to tender, it is anticipated DBT will lean on the Crown Commercial Service (CCS) Communications Marketplace to access the market and select the suppliers that correspond to the required criteria (PR Marketing Services).

Registration to CCS Communications Marketplace is MANDATORY to be able to involve your agency further in the process.

- Go to CCS website, and select RM6124 as the framework agreement - or follow this link: <https://www.crowncommercial.gov.uk/agreements/RM6124>
- Click on "description" and click on "apply to join"- or follow this link: <https://supplierregistration.cabinetoffice.gov.uk/dps#research>
- Follow the registration process as detailed under the Communications Marketplace.