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Tender

Marketing services to reach underrepresented groups for the LGA's graduate programmes

Improvement and Development Agency for Local Government (IDeA)

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

Notice identifier: 2026/S 000-008699

Procurement identifier (OCID): ocds-h6vhtk-06139a

Published 31 January 2026, 9:52am

Scope

Reference

MARKETING

Description

Each year, Impact and Pathways to Planning are minded to procure services that enable the team to market the graduate programme to a wide and diverse audience of university students and graduates.

The aim of this tender is to procure the services of organisations or individuals who have an established remit supporting and/or attracting candidates from underrepresented backgrounds. This could include, but is not limited to, students from a BAME background, students with a disability and students from a less privileged socio-economic background.

Total value (estimated)

- £100,000 excluding VAT

- £120,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 23 February 2026 to 23 February 2027
- 1 year, 1 day

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

10 February 2026, 5:00pm

Tender submission deadline

12 February 2026, 12:00pm

Submission address and any special instructions

<https://app.panacea-software.com/LGA-Sourcing/eRFX-Suppliers/Open.aspx?requirementId=d00c9a30-5170-469a-9b44-8dccb7cb930a>

Tenders may be submitted electronically

Yes

Award criteria

Quality 70%

Price 30%

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[Appendix 3 Draft Contract.docx](#)

[ITT Marketing services for LGA graduate programmes.docx](#)

Contracting authority

Improvement and Development Agency for Local Government (IDeA)

- Companies House: 03675577

18 smith square

london

sw1p 3hz

United Kingdom

Contact name: Tanya Khatun

Email: tanya.khatun@local.gov.uk

Region: UKI32 - Westminster

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)