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Tender

HRP Media Buying Services

Historic Royal Palaces

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

Notice identifier: 2025/S 000-009543

Procurement identifier (OCID): ocds-h6vhtk-04ed89

Published 14 March 2025, 5:15pm

Scope

Description

CONTRACT OPPORTUNITY – MEDIA BUYING

Historic Royal Palaces (HRP) is a registered charity, responsible for the care, conservation, and presentation of HM Tower of London (TOL), Hampton Court Palace (HCP), Kensington Palace, (KP) the Banqueting House at Whitehall (BH), Kew Palace (KEW) and Hillsborough Castle and Gardens, (HCG) the official residence of HM The King in Northern Ireland and residence of the Secretary of State for Northern Ireland.

HRP is an independent charity for everyone, receiving no regular government funding and derives its income principally from admissions, retail, licensing, commercial events, sponsorship and support from donors and members.

The palaces in our care are the setting for the stories that shape us all, and we're bringing them to people in ways that mean more to them. We want everyone to find themselves in the spaces and stories we share.

We will be running a Competitive Flexible Procedure tender process with the intention of awarding contracts for the provision of Media Planning and Buying Services. This tender will be run in accordance with the Procurement Act 2023.

This procurement will be run as a two-stage tender process:

Stage 1 – Expression of Interest and Procurement Specific Questionnaire (PSQ)

Stage 2 – Invitation to Tender (ITT) (Shortlisted suppliers only)

Requirements:

We are seeking expressions of interest from suitably experienced / qualified organisations.

The contract will be divided into two lots:

Lot 1: Offline Media

Lot 2: Digital Media

One supplier will be appointed to each lot. Organisations may apply for one or both lots, and HRP reserves the right to appoint one supplier for both lots.

Contract Value:

Total expenditure is estimated at £2.4m per annum and based on a 3 + 2-year arrangement would represent £12m.

Exclusion criteria:

Please refer to the PSQ document for information on exclusion criteria.

Tender Process:

Stage 1 - Expressions of interest and Procurement Specific Questionnaire (PSQ):

The tender process will be run through HRP's e tendering system, Delta e-Sourcing. All expressions of interest and PSQ's must be received by HRP by 8th April 2025 at midday and must be submitted electronically via Delta e-Sourcing.

Stage 2 – Invitation to Tender (ITT):

Tender documents will be made available on Delta to those suppliers who are shortlisted at PSQ stage.

Please note that HRP reserves the right to refine award criteria during the tender process.

Registrations:

Suppliers will need to register on Delta E-Sourcing in order to participate in the tender process.

Suppliers can register here <https://www.delta-esourcing.com/register/>

Suppliers must be registered with on the Central Digital Platform

Supplier can register here www.gov.uk/find-tender

Shortlisting:

Suppliers will be shortlisted based on responses to the PSQ. There will be a maximum of 5 suppliers per lot invited to stage two of the tender.

Anticipated contract start date: March 2026

Contract period: 3 years with the option of extending for an additional 2 years

Contract location: UK with sites in London and Northern Ireland

Additional information included: As part of our pre-tender research we conducted a session presenting outline details of the opportunity to potential tenderers that had previously expressed an interest in working with HRP. Details of this session can be found in the attached documents, including a recording of the presentation and the slide deck

HRP reserves the right not to award a contract. HRP are at liberty to amend / refine the process and the evaluation criteria (subject to advising everyone via another transparency notice)

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-East-Molesey:-Advertising-and-marketing-services./252867J49A>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/252867J49A>

Total value (estimated)

- £12,000,000 excluding VAT

- £12,336,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 March 2026 to 28 February 2029
- 3 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

Contract locations

- UKI - London
- UK - United Kingdom
- UKN - Northern Ireland
- UKN0 - Northern Ireland

Lot 1. Lot 1 - Offline Media

Description

The appointed offline media agency will be responsible for the strategic planning, buying, and delivery of offline media campaigns. This includes, but is not limited to, print, out-of-home, radio, and direct mail channels. The agency must demonstrate expertise in audience insight, media channel selection, and cost-efficient buying, with a proven ability to deliver campaigns that maximise reach, engagement, and return on investment. The agency will be required to work collaboratively, providing regular performance reporting, and aligning campaigns with the organisation's brand values, target audiences, and specific campaign objectives.

Technical Proficiency (50-60%)

Priorities and areas of assessment will include (but not be limited to):

Media campaign strategy and planning

Innovation and approach

Insightful campaign evaluation

Service Quality

Research, analysis and media selection skills

Budgeting strategy

Contract management

Reporting

Commercial value and buying power

Social Value (10-20%)

Priorities and areas of assessment will include (but not be limited to):

Sustainability

Carbon Footprint

Lot value (estimated)

- £6,000,000 excluding VAT
- £6,168,000 including VAT

Same for all lots

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

Lot 2. Lot 2 - Digital Media

Description

The appointed digital media agency will be responsible for the strategic planning, buying, and delivery of digital marketing campaigns across key online channels, including display, paid social, paid search, video, programmatic and influencer marketing. The agency must demonstrate expertise in audience segmentation, performance marketing, and data-driven optimisation to maximise reach, engagement, and return on investment.

Collaboration will be essential, with the agency expected to provide regular campaign performance reporting, actionable insights, and strategic recommendations aligned with the organisation's brand objectives and digital marketing goals.

Award Criteria:

Technical Proficiency (50-60%)

Priorities and areas of assessment will include (but not be limited to):

Media campaign strategy and planning

Innovation and approach

Insightful campaign evaluation

Service Quality

Research, analysis and media selection skills

Budgeting strategy

Contract management

Reporting

Commercial value and buying power

Social Value (10-20%)

Priorities and areas of assessment will include (but not be limited to):

Sustainability

Carbon Footprint

Lot value (estimated)

- £6,000,000 excluding VAT
- £6,168,000 including VAT

Same for all lots

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

Submission

Enquiry deadline

31 March 2025, 6:00pm

Submission type

Tenders

Deadline for requests to participate

8 April 2025, 1:00pm

Submission address and any special instructions

www.delta-esourcing.com

Tenders may be submitted electronically

No

Languages that may be used for submission

English

Award decision date (estimated)

1 September 2025

Award criteria

Lot 1. Lot 1 - Offline Media

Name	Description	Type	Weighting
Technical Proposal (refer to lot description for further detail)	Long criteria description	Quality	60%
Commercial Proposal	Long criteria description	Price	30%
Social Value (refer to lot description for further detail)	Long criteria description	Quality	10%

Lot 2. Lot 2 - Digital Media

Name	Description	Type	Weighting
Technical Proposal (refer to lot description for further detail)	Long criteria description	Quality	60%
Commercial Proposal	Long criteria description	Cost	30%
Social Value (refer to lot description for further detail)	Long criteria description	Quality	10%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Two Stage procurement

Stage one - Expression of Interest / Procurement Specific Questionnaire

Stage two - Invitation to Tender

Contracting authority

Historic Royal Palaces

- Public Procurement Organisation Number: PMHC-9885-MMJV

Hampton Court Palace

East Molesey

KT8 9AU

United Kingdom

Contact name: Sarah White

Telephone: 0044 020 8132 9662

Email: sarah.white@hrp.org.uk

Region: UKI75 - Hounslow and Richmond upon Thames

Organisation type: Public authority - sub-central government