

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/009978-2023>

Tender

23NLP008 Digital Media Partner

Big Lottery Fund, operating as The National Lottery Community Fund

F02: Contract notice

Notice identifier: 2023/S 000-009978

Procurement identifier (OCID): ocds-h6vhtk-03bcd5

Published 5 April 2023, 2:29pm

Section I: Contracting authority

I.1) Name and addresses

Big Lottery Fund, operating as The National Lottery Community Fund

1st Floor Peel Building, 2 Marsham Street

London

SW1P 4DF

Contact

Matthew Bowcott

Email

matthew.bowcott@tnlcommunityfund.org.uk

Telephone

+44 3454102030

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.tnlcommunityfund.org.uk>

Buyer's address

<https://tnlcommunityfund.bravosolution.co.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://tnlcommunityfund.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://tnlcommunityfund.bravosolution.co.uk/>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://tnlcommunityfund.bravosolution.co.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Distribution of National Lottery Funding

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

23NLP008 Digital Media Partner

Reference number

23NLP008

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The National Lottery Awards (NLAs) are the annual search for the UK's favourite National Lottery funded people and projects. There are two distinct elements to the Awards programme. Firstly, we ask the public and National Lottery funding distributors to nominate individuals from funded projects across several categories. The winners are selected decided by a judging panel made up of members of the National Lottery family and selected representatives of outside agencies i.e., media partners. There will also be Special Achievement Award this year, a new addition for 2023, to honour an individual who has gone above and beyond to make the lives of people that little bit better in challenging times.

The seven categories for individual winners are:

- Arts, Culture and Film
- Heritage
- Community and Charity
- Sport

- Young Hero (under 25's)
- Environment
- Special Achievement

In addition to the individual winners, there is also a category to honour a National Lottery Project of the Year that is decided by public vote. The campaign, which launches every year from April, is seven months long. Winners will be decided in the summer, and it is envisaged that we will need to begin work with the winning bidder for this contract at the end of July 2023.

The National Lottery Promotions Unit (NLPU) is seeking a digital partner who will create and publish social media content for the NLPU's annual National Lottery Awards campaign, highlighting awards winners and the key messaging that £30m a week is raised by National Lottery players for good causes. Content will be published on owned channels and the key demographic is 18 - 34-year olds.

The Contract Term is Friday 28th 2023 - Friday 26th July 2024 (with the option to extend for a further 2 x 12 month periods). The budget available for this project is £300,000 including expenses (exc. VAT), with a yearly allocation of £100,000 including expenses (exc. VAT).

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The National Lottery Awards (NLAs) are the annual search for the UK's favourite National Lottery funded people and projects. There are two distinct elements to the Awards programme. Firstly, we ask the public and National Lottery funding distributors to

nominate individuals from funded projects across several categories. The winners are selected decided by a judging panel made up of members of the National Lottery family and selected representatives of outside agencies i.e., media partners. There will also be Special Achievement Award this year, a new addition for 2023, to honour an individual who has gone above and beyond to make the lives of people that little bit better in challenging times.

The seven categories for individual winners are:

- Arts, Culture and Film
- Heritage
- Community and Charity
- Sport
- Young Hero (under 25's)
- Environment
- Special Achievement

In addition to the individual winners, there is also a category to honour a National Lottery Project of the Year that is decided by public vote. The campaign, which launches every year from April, is seven months long. Winners will be decided in the summer, and it is envisaged that we will need to begin work with the winning bidder for this contract at the end of July 2023.

The National Lottery Promotions Unit (NLPU) is seeking a digital partner who will create and publish social media content for the NLPU's annual National Lottery Awards campaign, highlighting awards winners and the key messaging that £30m a week is raised by National Lottery players for good causes. Content will be published on owned channels and the key demographic is 18 - 34-year olds.

The Contract Term is Friday 28th 2023 - Friday 26th July 2024 (with the option to extend for a further 2 x 12 month periods). The budget available for this project is £300,000 including expenses (exc. VAT), with a yearly allocation of £100,000 including expenses (exc. VAT).

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

28 July 2023

End date

26 July 2024

This contract is subject to renewal

Yes

Description of renewals

2 x 12 month periods

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

10 May 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

10 May 2023

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Royal Courts of Justice

London

Country

United Kingdom