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Tender

Westminster Reveals

capitalEsourcing
Westminster City Council

F02: Contract notice
Notice identifier: 2022/S 000-011075
Procurement identifier (OCID): ocds-h6vhtk-0331e0
Published 29 April 2022, 10:36am

Section I: Contracting authority

I.1) Name and addresses

capitalEsourcing
64 Victoria Street
London
SW1E 6QP

Email

scoleman@westminster.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.capitalesourcing.com/web/login.shtml>

Buyer's address

<https://www.capitalesourcing.com/web/login.shtml>

I.1) Name and addresses

Westminster City Council

64 Victoria Street

London

SW1E 6QP

Contact

Stephanie Coleman

Email

tenders@westminster.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.capitalesourcing.com/web/login.shtml>

Buyer's address

<https://www.capitalesourcing.com/web/login.shtml>

I.2) Information about joint procurement

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law

n/a

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.capitalesourcing.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.capitalesourcing.com>

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Westminster Reveals

Reference number

prj_WCC_20196

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

Westminster Reveals launched in June 2021, with the aim of driving visitors back to the city, as venues reopened post-lockdown. The campaign was made up of online, digital and print components and was successful in generating media coverage, social media engagement and an increase in footfall to a number of activations taking place in Westminster during the seven month campaign.

We are now seeking a partner to provide expertise and support to grow and sustain the campaign over a two year period. The campaign must continue to build and position Westminster as destination brand. With this in mind, messaging and tactics deployed must be audience-centric and adapted across specific channels to target visitors, businesses and residents. We will need advice on evolving the current web presence that will allow us to present the West End and Westminster and the wider borough as a destination brand. We will also need support in evaluating the campaign to ensure we can report on the success of the campaign.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 79342200 - Promotional services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Marketing Campaign: made up of online, digital and print components to generate media coverage, social media engagement and an increase in footfall to the city.

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

2 May 2022

End date

10 July 2024

This contract is subject to renewal

No

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

2 May 2022

Local time

2:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

27 April 2022

Local time

2:00pm

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

Westminster City Council

64 Victoria Street

London

SW1E 6QP

Country

United Kingdom