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Tender

Consumer Awareness Campaigns Strategy

OFCOM

F02: Contract notice

Notice identifier: 2023/S 000-012914

Procurement identifier (OCID): ocds-h6vhtk-03c69d

Published 5 May 2023, 11:12am

Section I: Contracting authority

I.1) Name and addresses

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

Email

sarah.jones@ofcom.org.uk

Telephone

+44 2079813000

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Consumer Awareness Campaigns Strategy

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

This project will support us to deliver campaigns to build awareness as required over the next 2 years. Initially the Supplier will be required to create an awareness campaign which will explain the online safety regime to the public and affected markets that we regulate. In particular to build understanding that this is not a content takedown approach (as with broadcasting complaints), and to ensure the public understands how it can engage with the regulatory regime. We may also require one campaign focused on engaging with B2B channels, ensuring that the 400,000 or so platforms understand the requirements on them under the regime.

II.1.5) Estimated total value

Value excluding VAT: £320,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

This project will support us to deliver campaigns to build awareness as required over the

next 2 years. Initially the Supplier will be required to create an awareness campaign which will explain the online safety regime to the public and affected markets that we regulate. In particular to build understanding that this is not a content takedown approach (as with broadcasting complaints), and to ensure the public understands how it can engage with the regulatory regime. We may also require one campaign focused on engaging with B2B channels, ensuring that the 400,000 or so platforms understand the requirements on them under the regime.

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £320,000

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

Duration in months

24

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

Candidates will be invited in rank order based on the overall score against our stated selection criteria.

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

II.2.14) Additional information

This tendering exercise is being undertaken using the Jaggaer electronic tendering system at <https://ofcom.bravosolution.co.uk>. Suppliers will need to register an interest on the system in order to participate and registration is free.

The estimated value given is for the full duration of the contract including any extension options (if applicable). The estimated annual contract value is £200,000.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

5 June 2023

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

3 July 2023

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

The High Court - The Royal Courts of Justice

London

Country

United Kingdom