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Planning

## **Media Relations - Guildhall School**

City of London Corporation

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2024/S 000-013703

Procurement identifier (OCID): ocids-h6vhtk-0455ad

Published 29 April 2024, 10:50am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

City of London Corporation

Guildhall

London

EC2P 2EJ

#### **Email**

[Daria.Faeti@cityoflondon.gov.uk](mailto:Daria.Faeti@cityoflondon.gov.uk)

#### **Telephone**

+44 2076063030

#### **Country**

United Kingdom

#### **Region code**

UKI31 - Camden and City of London

**Internet address(es)**

Main address

<https://www.cityoflondon.gov.uk>

**I.3) Communication**

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 Agency/Office

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Media Relations - Guildhall School

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

This is a prior information notice to notify potentially interested organisations that the the City of London Corporation (on behalf of the Guildhall School) will shortly be launching a procurement process to outsource their requirement for Media Relations services. The City of London Corporation also intends to reduce the time limit for receipt of tenders in line with reg. 27 of PCR15

#### **II.1.5) Estimated total value**

Value excluding VAT: £250,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79416100 - Public relations management services

#### **II.2.3) Place of performance**

NUTS codes

- UKI31 - Camden and City of London

Main site or place of performance

Guildhall School

#### **II.2.4) Description of the procurement**

The estimated contract value over five (5) years is £250k.

Summary of requirements:

??Delivering the objectives of Guildhall School's PR strategy, proactively seeking positive media coverage and engagement across the School's strategic objectives.

?Acting as the School's press office, handling reactive media enquiries and working with the School to identify appropriate responses and spokespeople/content; providing staff presence to support with interviews, filming, and press desks as required.

?Driving profile for the School via media coverage of the School's substantial events programme, achieving preview coverage, listings, attendance by critics and reviews.

?Supporting the School on reputational and crisis communications, providing expert advice and immediate management of sensitive and complex issues that may receive media attention, including liaison with the central City of London communications team.

?Supporting brand awareness by proactively seeking opportunities for Guildhall academic/artistic staff to comment on industry topics or provide expert opinion in the media.

?Engaging with influencers and undertaking digital media relations activity, coordinating with the School's own social media and digital marketing activity (nb. the School manages its own social media presence and channels).

?Providing daily media clippings summaries, both featuring the School and in order to share wider industry news, recording and retaining relevant clippings, and producing digital media clippings books on request.

?Working with the School's marketing and communications team to revise and renew the PR strategy as required.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Responsible Procurement / Weighting: 15

Quality criterion - Name: Cost / Weighting: 35

Price - Weighting: 35

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

Start date

1 October 2024

End date

30 September 2027

This contract is subject to renewal

Yes

Description of renewals

The contract is expected to be for three (3) years, with an option to extend for a further two (2) years. The maximum contract length shall be five (5) years

### **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.3) Estimated date of publication of contract notice**

3 June 2024

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC1A 2LL

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC1A 2LL

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom