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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): ocds-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

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

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

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

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

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