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Tender

## Digital Partner/s

Big Lottery Fund, operating as The National Lottery Community Fund

F02: Contract notice

Notice identifier: 2021/S 000-014260

Procurement identifier (OCID): ocds-h6vhtk-02bf27

Published 22 June 2021, 10:45pm

## Section I: Contracting authority

### I.1) Name and addresses

Big Lottery Fund, operating as The National Lottery Community Fund

1 Plough Place

London

EC4A 1DE

#### Email

[procurement@tnlcommunityfund.org.uk](mailto:procurement@tnlcommunityfund.org.uk)

#### Country

United Kingdom

#### NUTS code

UK - United Kingdom

#### Internet address(es)

Main address

<https://tnlcommunityfund.org.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

### **I.4) Type of the contracting authority**

Body governed by public law

### **I.5) Main activity**

Other activity

Distributor of Funding

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## **Section II: Object**

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

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

Digital Partner/s

Reference number

21NLP003

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

- 79340000 - Advertising and marketing services

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

Services

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

The Contracting Authority acting on behalf of the National Lottery Promotions Unit (NLPU) seeks to conduct a tender process to establish contract/s with a digital partner or partners to create and publish digital/online/social media content on their owned channels that will reach and appeal to a UK audience of 18-34 year old's. The requirement is divided into two lots under which the Contracting Authority is seeking to establish contracts. This includes but is not be limited to the following campaigns;

- The National Lottery Awards (Lot 1)
- Young Adults Campaign (Lot 2)

It is intended that a contract will be awarded to one digital partner for each lot.

You may bid for one or both lots and may subsequently be awarded a contract for one or both lots.

Tenders are invited only from interested parties who;

- are able to create and publish pieces of digital/online/social media content including videos on their platforms owned

channels that have a demonstrable audience of at least 1 million in accordance with the target demographic for each

campaign (Typical range 18-34-year old's).

- have demonstrable experience of successful delivery of a requirement of a similar scale to those detailed within the

scope of works (provided with tender documents) in the last 18 months.

Full details of the contract requirement can be found within the tender documents. Those wishing to access the associated tender documents and/or participate within the tender process should register their organisation details at

<https://tnlcommunityfund.bravosolution.co.uk/> and search for project \_1258.

Please note: The closing date for tender submissions is 15:30 on 22nd July 2021.

Interested parties are therefore advised of the importance of registering their organisation details and accessing tender documents via the provided link at their soonest opportunity.

About us: The National Lottery Promotions Unit (NLPU) was set up in 2002 to communicate with consumers from a pan-National Lottery perspective so that National Lottery players know how their good cause money is being spent. Each week £36million is raised by National Lottery players which goes towards good causes. We seek to increase public knowledge of the variety and extent of National Lottery funding to good causes and to encourage National Lottery players to make the link between their spend on lottery products and the impact on communities all across the UK.

The NLPU works across all 12 of the National Lottery funding distributors to tell good cause stories across the sport, art (and 'the arts'), film, community and charity, and heritage sectors.

A key component of the NLPU's digital strategy for the next three years is for our content to reach as wide an audience as possible while attracting significant engagement from viewers.

To find out more about the sorts of good cause projects The National Lottery (TNL) funds, visit <https://www.lotterygoodcauses.org.uk/>

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

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

### **II.2.1) Title**

Lot No

1

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

- 79340000 - Advertising and marketing services
- 92110000 - Motion picture and video tape production and related services

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

NUTS codes

- UK - United Kingdom

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

Please see short description at II.1.4). Full details are provided within the tender documents.

### **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**

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Extension options may apply

### **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**

Please refer to section VI.3) for any additional supporting information

## **II.2) Description**

### **II.2.1) Title**

Lot No

2

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

- 79340000 - Advertising and marketing services
- 92110000 - Motion picture and video tape production and related services

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

NUTS codes

- UK - United Kingdom

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

Please refer to above short description. Please refer to tender documents for full details.

### **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**

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Extension options may apply

#### **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**

Please refer to section VI.3) for additional supporting information

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

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

##### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Please see short description at II.1.4)

##### **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

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## **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

22 July 2021

Local time

3:30pm

#### **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)

#### **IV.2.7) Conditions for opening of tenders**

Date

22 July 2021

Local time

3:30pm



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

Interested parties who wish to access the associated tender documents and/or participate within the tender process are reminded that they should register their organisation details at <https://tnlcommunityfund.bravosolution.co.uk/> and search for project \_1258.

Please note: The closing date for tender submissions is 15:30 on 22nd July 2021. Interested parties are therefore advised of the importance of registering their organisation details and accessing tender documents via the provided link at their soonest opportunity.

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

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

High Court

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The Contracting Authority will apply a 10 calendar day standstill period in accordance with Public Contract Regulations 2015 prior to concluding the award of any contract pursuant to this notice