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Not applicable

## Digital Media Partner/s

Big Lottery Fund, operating as The National Lottery Community Fund

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-014475

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

Published 24 June 2021, 10:45pm

## Section I: Contracting authority/entity

### 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/>

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## **Section II: Object**

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

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

Digital Media Partner/s

Reference number

21NLP003

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

- 79342200 - Promotional 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 media partner or partners to create and publish digital/online/social media content on their own social media channels or platforms 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 media 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 own social media channels or own platforms 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/>

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2021/S 000-014260](#)

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## Section VII. Changes

### VII.1) Information to be changed or added

#### VII.1.2) Text to be corrected in the original notice

Section number

II.1.2

Lot No

1

Instead of

Main CPV code

- 79340000 - Advertising and marketing services

Read

Main CPV code

- 79342200 - Promotional services

Section number

II.1.2

Lot No

2

Instead of

Main CPV code

- 79340000 - Advertising and marketing services

Read

Main CPV code

- 79342200 - Promotional services

Section number

II.1.4

Place of text to be modified

Please see Section II.1.4 of this notice for fully updated short description for this contract. This includes a small wording update to that within the original notice to ensure clarity - (This is from lines 14-22 and is as detailed below).

Instead of

Text

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.

Read

Text

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 own social media channels or own platforms 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.

## **VII.2) Other additional information**

Please be advised that contained within this Corrigendum notice are some small updates to the original contract notice 2021/S 000-014260 to ensure clarity only