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Tender

Lead Digital Marketing Partner for Fundraising and Youth Marketing

The Prince's Trust

F02: Contract notice

Notice identifier: 2024/S 000-014853

Procurement identifier (OCID): ocds-h6vhtk-04585e

Published 9 May 2024, 3:33pm

Section I: Contracting authority

I.1) Name and addresses

The Prince's Trust

Prince's Trust House, 9 Eldon Street

London

EC2M 7LS

Email

david.washbrook@princes-trust.org.uk

Telephone

+44 800842842

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.princes-trust.org.uk

Buyer's address

www.princes-trust.org.uk

I.3) Communication

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

<https://suppliers.multiquote.com>

Additional information can be obtained from another address:

The Prince's Trust

Prince's Trust House, 9 Eldon Street

London

EC2M 7LS

Email

david.washbrook@princes-trust.org.uk

Telephone

+44 800842842

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.princes-trust.org.uk

Buyer's address

www.princes-trust.org.uk

Tenders or requests to participate must be submitted electronically via

<https://suppliers.multiquote.com>

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

Lead Digital Marketing Partner for Fundraising and Youth Marketing

Reference number

CA14070 -

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The preferred supplier will cover campaign strategy and planning; creative development (where applicable); media buying; channel integration; campaign delivery and optimisation; reporting and evaluation.

II.1.5) Estimated total value

Value excluding VAT: £2,750,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom
- UKI - London

Main site or place of performance

UK

II.2.4) Description of the procurement

The preferred supplier will cover campaign strategy and planning; creative development (where applicable); media buying; channel integration; campaign delivery and optimisation; reporting and evaluation.

The agency will be our lead digital marketing partner for Fundraising and Youth Marketing, and will work alongside our brand agency partner, and other suppliers (e.g. designers and digital tools etc), where relevant.

Additional tasks, where appropriate, may include: annual strategic planning against priorities, sharing best practice digital marketing and social media advice and guidance; delivering awareness digital campaigns to grow brand awareness and shift perceptions; conducting audits to improve our digital systems (e.g. email marketing and PPC); and supporting with Onboarding Design recommendations (e.g. website and email pilots).

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: £2,750,000

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

Duration in months

60

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: 99

Objective criteria for choosing the limited number of candidates:

Pre-Qualifying bidders allows a shortlist of the best candidates to be taken to ITT

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

60 month(s) from the commencement date, with 24 initial month(s) and option to extend 3x12 month(s)

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

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

10 June 2024

Local time

12:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

The High Court

Strand

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The High Court

Strand

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

United Kingdom