

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/014853-2024>

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](mailto: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](http://www.princes-trust.org.uk)

Buyer's address

[www.princes-trust.org.uk](http://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](mailto: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](http://www.princes-trust.org.uk)

Buyer's address

[www.princes-trust.org.uk](http://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](mailto: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](mailto:generaloffice@administrativecourtoffice.justice.gov.uk)

Country

United Kingdom