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Planning

Paid Media Services

British Business Bank

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-015117

Procurement identifier (OCID): ocds-h6vhtk-0502ee

Published 15 April 2025, 8:21am

Scope

Description

Provision of media planning and buying services for the British Business Bank PLC and its subsidiaries, with focus on but not limited to digital advertising channels (paid search, paid social and display advertising).

The British Business Bank PLC (BBB) are seeking to appoint an agency for all media planning, buying and optimisation of campaigns across the British Business Bank's (BBBs) paid media channels which can provide full outcome-based end to end national and regional campaign management.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=940646451>

Commercial tool

Establishes a dynamic market

Total value (estimated)

- £4,000,000 excluding VAT
- £4,800,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 14 October 2025 to 14 October 2028
- Possible extension to 14 October 2029
- 4 years, 1 day

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

26 April 2025

Engagement process description

BBB is engaging with potential suppliers to participate in a preliminary market engagement exercise, to provide BBB with an understanding of optimum ways of working with agencies and current market SLA's and KPI's to ensure timely deliveries for media campaigns.

This market engagement exercise is being conducted via the Delta eSourcing portal. Suppliers can register for free using the following link: <https://www.delta-esourcing.com>

Upon registration, the market engagement information (including an RFI questionnaire and details on how to submit responses) can be found using the following Access Code: ZTFCX38FS9

Market engagement responses are required by no later than 5pm on Friday 25 April 2025, via the Delta esourcing portal.

Submission

Publication date of tender notice (estimated)

10 June 2025

Contracting authority

British Business Bank

- Public Procurement Organisation Number: PGTM-8337-GYXM

Steel City House, 2 West Street

Sheffield

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United Kingdom

Contact name: Procurement

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Email: Procurement@british-business-bank.co.uk

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government