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Tender

## **UK\_254\_Study UK – Social Media Management**

British Council

F02: Contract notice

Notice identifier: 2024/S 000-016228

Procurement identifier (OCID): ocds-h6vhtk-0469d3

Published 22 May 2024, 4:36pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

British Council

1 Redman Place

London

E20 1JQ

#### **Contact**

Brian D'Mello

#### **Email**

[brian.dmello@britishcouncil.org](mailto:brian.dmello@britishcouncil.org)

#### **Telephone**

+44 02073894646

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.britishcouncil.org](http://www.britishcouncil.org)

Buyer's address

<https://in-tendhost.co.uk/britishcouncil>

**I.3) Communication**

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

<https://in-tendhost.co.uk/britishcouncil>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/britishcouncil>

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

Registered Charity

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## **Section II: Object**

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

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

UK\_254\_Study UK – Social Media Management

Reference number

BC/03473

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

- 72268000 - Software supply services

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

Services

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

Launched in 2016, Study UK is the only national level campaign that promotes the UK as a first-class study destination all over the world. The campaign is delivered by the British Council, in partnership with the UK government's GREAT Britain and Northern Ireland campaign, which encourages people to visit, invest and study in the UK. Study UK is designed to promote the best of UK education overseas, so that the United Kingdom is the first choice for the brightest and best students in the world. International education is a highly competitive market with our main competitors being USA, Canada and Australia. The main purpose of the Study UK social media channels is to raise awareness and to inspire prospective international students to consider studying at a higher education institution in the UK. We also provide information to help students in their decision to study in the UK and preparing to move and study here. The day-to-day organic social media presence of the British Council S

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

This contract is divided into lots: No

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

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

NUTS codes

- UK - United Kingdom

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

Launched in 2016, Study UK is the only national level campaign that promotes the UK as a first-class study destination all over the world. The campaign is delivered by the British Council, in partnership with the UK government's GREAT Britain and Northern Ireland campaign, which encourages people to visit, invest and study in the UK. Study UK is designed to promote the best of UK education overseas, so that the United Kingdom is the first choice for the brightest and best students in the world. International education is a highly competitive market with our main competitors being USA, Canada and Australia. The main purpose of the Study UK social media channels is to raise awareness and to inspire prospective international students to consider studying at a higher education institution in the UK. We also provide information to help students in their decision to study in the UK and preparing to move and study here. The day-to-day organic social media presence of the British Council Study UK's social media accounts: Facebook, Instagram, TikTok, LinkedIn and X is being managed by an external agency.

### **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

24

This contract is subject to renewal

Yes

Description of renewals

The Contract awarded will be for a duration of two years with an option for an extension for up to an additional two years.

### **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

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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

In accordance with Regulations 57, 58 and 60 of the Public Contracts Regulations 2015, applicants will be assessed in accordance with the Public Contract Regulations 2015, on the basis of information provided in response to the Selection Questionnaire.

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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

20 June 2024

Local time

2:30pm

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

English

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

Date

20 June 2024

Local time

2:45pm

Place

British Council

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## Section VI. Complementary information

### VI.1) Information about recurrence

This is a recurrent procurement: No

### VI.3) Additional information

Suppliers who wish to express an interest and take part in the tender process will be required to register on our e-Tendering portal In-Tend hosted at <https://in-tendhost.co.uk/britishcouncil>. Once registered, bidders must log-in to the website where they can view the project and access the bidders pack and submit their return. Bidders will also be required to demonstrate their capability and 'means of proof' will be required. These conditions are outlined in the ITT. The British Council will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

### VI.4) Procedures for review

#### VI.4.1) Review body

The High Court

Royal Courts of Justice, The Strand

London

Country

United Kingdom

#### VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The contracting authority will operate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers to provide time for unsuccessful tenderers to challenge the award decision before the contract is entered into. Unsuccessful tenderers shall be notified by the contracting authority as soon as possible after the decision is made as to the reasons why they were unsuccessful. The Public Contracts Regulations 2015 provide that aggrieved parties who have been harmed, or are at

risk of harm, by breach of the rules are to take action in the High Court (England, Wales and Northern Ireland).