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Planning

## **Communication channels for advertising to City workers**

City of London Corporation

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-016269

Procurement identifier (OCID): ocds-h6vhtk-02c6ff

Published 12 July 2021, 10:45pm

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

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

City of London Corporation

Guildhall

London

EC2P 2EJ

#### **Email**

[Oliqur.Chowdhury@cityoflondon.gov.uk](mailto:Oliqur.Chowdhury@cityoflondon.gov.uk)

#### **Telephone**

+44 2076063030

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.cityoflondon.gov.uk>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

Communication channels for advertising to City workers

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The City of London Corporation (the 'City') is carrying out Pre-procurement market engagement ('PPME') in relation to Communication channels for advertising to City workers.

The City has regularly carried out surveys with its stakeholder audiences to determine the

level of knowledge of the organisation, its role and services and satisfaction with its activities.

This is due to the fact that the City Corporation, while providing many services often associated with a local authority, is not a local authority and indeed its work goes far beyond to encompass support and promotion of City, London and UK business as a whole and a range of other services for the benefit of the country.

The aim is to ensure the organisation is better understood by City workers. The purpose of this market engagement is to understand which external communication channels exist that can reach this audience in a timely and cost-effective manner.

The City will consider the feedback received to help inform its options and further decision making. For the avoidance of doubt, this phase of the project is not part of a formal procurement process and the City is not committing, at this stage, to carrying out such a process.

Participation or non-participation in the PPME shall not prevent any supplier participating in a potential future procurement, nor is it intended that any information supplied as part of the PPME shall place any supplier at an advantage in a potential procurement process.

Participation in the PPME will be at each organisation's own cost. No expense in responding to this PPME will be reimbursed by the City.

Please refer to II.2.4) Description of the procurement below for details on how to obtain the relevant documentation.

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

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 22200000 - Newspapers, journals, periodicals and magazines

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

NUTS codes

- UKI - London

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

This is a soft market testing exercise in relation to an a requirement the City of London Corporation (the City) for communication channels for advertising to City workers.

The soft market testing will involve the submission of the SMT questionnaire - to be received by 12.00pm on 03.08.2021 via the capital esourcingportal.

If your organisation would like to participate in this market engagement exercise, it can do so by completing and returning the market testing questionnaire which can be found on the City's e-procurement portal at [www.capitalesourcing.com](http://www.capitalesourcing.com)

Participants should register as a supplier on the portal on the aforementioned link (if not already), then search for the opportunity titled 'Communication channels for advertising to City workers' where the questionnaire can be obtained.

Please ensure the questionnaire is uploaded to the capital esourcing portal [www.capitalesourcing.com](http://www.capitalesourcing.com) by 12.00pm on 03.08.2020

## **II.3) Estimated date of publication of contract notice**

13 July 2021

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No