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Tender

002087 Media Buying Advertising and Planning Framework

British Library

F02: Contract notice

Notice identifier: 2023/S 000-016408

Procurement identifier (OCID): ocds-h6vhtk-03ce2f

Published 9 June 2023, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

British Library

96 Euston Road

London

NW1 2DB

Contact

Andy Kemp

Email

andy.kemp@bl.uk

Telephone

+44 1937546387

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

United Kingdom

Internet address(es)

Main address

<https://www.delta-esourcing.com/>

Buyer's address

<https://www.delta-esourcing.com/>

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./A5HQ6F6S84>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://www.delta-esourcing.com>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

002087 Media Buying Advertising and Planning Framework

Reference number

002087

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Library (BL) is leading a collaborative tender with the DCMS institutions to set up a Framework Agreement to deliver their Media Buying Advertising and Planning.

The primary organisations expected to utilise this arrangement as Contracting Authorities are:

City of London Corporation (Barbican and Tower Bridge)

British Library

British Museum

Museum of London

National Army Museum

National Gallery

Natural History Museum

National Museums and Galleries on Merseyside (NML)

National Portrait Gallery

Oxford University Gardens, Libraries and Museums

Royal Botanic Gardens Kew

Science Museum Group

Tate

The National Archives

V&A

II.1.5) Estimated total value

Value excluding VAT: £16,000,000

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

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

The British Library (BL) is leading a collaborative tender with the Museum of London, Kew Gardens and DCMS Museums and Galleries to set up a Framework Agreement to deliver their Media Buying Advertising and Planning.

The primary organisations expected to utilise this arrangement as Contracting Authorities are:

City of London Corporation <https://www.barbican.org.uk/> (Barbican and Tower Bridge)

British Library <https://www.bl.uk/>

British Museum <http://www.britishmuseum.org/>

Museum of London <https://www.museumoflondon.org.uk/museum-london>

National Army Museum <https://www.nam.ac.uk/>

National Gallery <https://www.nationalgallery.org.uk/>

Natural History Museum <http://www.nhm.ac.uk/>

National Museums and Galleries on Merseyside (NML),
<https://www.liverpoolmuseums.org.uk/>

National Portrait Gallery <https://www.npg.org.uk/>

Oxford University Gardens, Libraries and Museums

Royal Botanic Gardens Kew <https://www.kew.org/>

Science Museum Group <https://group.sciencemuseum.org.uk/>

Tate <http://www.tate.org.uk/>

The National Archives <https://www.nationalarchives.gov.uk/>

V&A <https://www.vam.ac.uk/>

With the permission of the British Library's Contract Managers, any charitably funded organisation or Government funded public body will have access to this Framework Agreement.

The purpose of this procurement is to source one supplier demonstrating the capability

and capacity to deliver services providing the optimal mix of quality and cost across all aspects of media planning and buying within the current landscape.

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: £16,000,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

1 x 12 month optional extension

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

II.2.10) Information about variants

Variants will be accepted: Yes

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

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

Competitive procedure with negotiation

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.5) Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-014472](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

10 July 2023

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

27 July 2023

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 invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement. The primary organisations expected to utilise this arrangement as Contracting Authorities are listed below. British Library's Contract Managers, With the permission of the British Library any charitably funded organisation or Government funded public body will have access to this Framework Agreement.

City of London Corporation <https://www.barbican.org.uk/> (Barbican and Tower Bridge)

British Library <https://www.bl.uk/>

British Museum <http://www.britishmuseum.org/>

Museum of London <https://www.museumoflondon.org.uk/museum-london>

National Army Museum <https://www.nam.ac.uk/>

National Gallery <https://www.nationalgallery.org.uk/>

Natural History Museum <http://www.nhm.ac.uk/>

National Museums and Galleries on Merseyside (NML),
<https://www.liverpoolmuseums.org.uk/>

National Portrait Gallery <https://www.npg.org.uk/>

Oxford University Gardens, Libraries and Museums

Royal Botanic Gardens Kew <https://www.kew.org/>

Science Museum Group <https://group.sciencemuseum.org.uk/>

Tate <http://www.tate.org.uk/>

The National Archives <https://www.nationalarchives.gov.uk/>

V&A <https://www.vam.ac.uk/>

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./A5HQ6F6S84>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/A5HQ6F6S84>

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VI.4) Procedures for review

VI.4.1) Review body

British Library

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London

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andy.kemp@bl.uk

Country

United Kingdom