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Tender

002162 Digital Advertising and Specialist Marketing Support Framework

British Library

F02: Contract notice

Notice identifier: 2023/S 000-016409

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

Published 9 June 2023, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

British Library

<https://www.bipsolutions.com>

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-campaign-services./2594CTHN7D>

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/UK-title/2594CTHN7D>

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

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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

002162 Digital Advertising and Specialist Marketing Support Framework

Reference number

002162

II.1.2) Main CPV code

- 79341400 - Advertising campaign 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 Museums and Galleries and other charitable organisations working in the cultural events, museums and galleries sector to set up a Framework Agreement to deliver their specialist media buying advertising and marketing.

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

British Library

British Museum

City of London Corporation (Barbican and Tower Bridge)

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: £4,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign 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

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National Portrait Gallery

Oxford University Gardens, Libraries and Museums

Royal Botanic Gardens Kew

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V&A

With the permission of the British Library as Contract Managers, any charitably funded organisation working in the cultural events, museums and galleries sector or Government funded public body will have access to this Framework Agreement.

The purpose of this procurement is to source a minimum of two and maximum of four suppliers per specialist area demonstrating the capability and capacity to deliver services providing the optimal mix of quality and cost across the different aspects of digital advertising and specialist marketing support within the current landscape described below.

The specialist areas are split into:-

Digital Advertising

Digital Production

SEO & PPC

Other Digital Services

Retail

Fundraising

Community marketing

Education marketing

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: £4,000,000

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 12 month 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: No

II.2.11) Information about options

Options: Yes

Description of options

1 x 12 month optional 12 month extension

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/2594CTHN7D>

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

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:

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British Museum

City of London Corporation (Barbican and Tower Bridge)

Museum of London

National Army Museum

National Gallery

Natural History Museum

National Museums and Galleries on Merseyside (NML)

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GO Reference: GO-202369-PRO-23161510

VI.4) Procedures for review

VI.4.1) Review body

British Library

96 Euston Road

London

NW1 2DB

Email

andy.kemp@bl.uk

Country

United Kingdom