

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/017125-2024>

Tender

Media Relations - Guildhall School

City of London Corporation

F02: Contract notice

Notice identifier: 2024/S 000-017125

Procurement identifier (OCID): ocids-h6vhtk-0455ad

Published 3 June 2024, 11:04am

Section I: Contracting authority

I.1) Name and addresses

City of London Corporation

Guildhall

London

EC2P 2EJ

Email

Daria.Faeti@cityoflondon.gov.uk

Telephone

+44 2076063030

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Internet address(es)

Main address

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

I.3) Communication

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

<https://www.capitalesourcing.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.capitalesourcing.com>

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Relations - Guildhall School

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The estimated contract value over five (5) years is £250k.

Summary of requirements:

??Delivering the objectives of Guildhall School's PR strategy, proactively seeking positive media coverage and engagement across the School's strategic objectives.

?Acting as the School's press office, handling reactive media enquiries and working with the School to identify appropriate responses and spokespeople/content; providing staff presence to support with interviews, filming, and press desks as required.

?Driving profile for the School via media coverage of the School's substantial events programme, achieving preview coverage, listings, attendance by critics and reviews.

?Supporting the School on reputational and crisis communications, providing expert advice and immediate management of sensitive and complex issues that may receive media attention, including liaison with the central City of London communications team.

?Supporting brand awareness by proactively seeking opportunities for Guildhall academic/artistic staff to comment on industry topics or provide expert opinion in the media.

?Engaging with influencers and undertaking digital media relations activity, coordinating with the School's own social media and digital marketing activity (nb. the School manages its own social media presence and channels).

?Providing daily media clippings summaries, both featuring the School and in order to share wider industry news, recording and retaining relevant clippings, and producing digital media clippings books on request.

?Working with the School's marketing and communications team to revise and renew the PR strategy as required.

II.1.5) Estimated total value

Value excluding VAT: £250,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI31 - Camden and City of London

Main site or place of performance

Guildhall School

II.2.4) Description of the procurement

The City Corporation is looking to appoint one single provider to deliver Media Relations services to the Guildhall School.

The duration of the contract is three (3) years, subject to the right of the City Corporation (at its sole discretion) to exercise its right to extend the Contract by up to two (2) years. The maximum length of the contract is therefore five (5) years.

The estimated contract value over five (5) years is £250k.

The City Corporation will run an FTS Open tender.

II.2.5) Award criteria

Quality criterion - Name: Technical/Quality / Weighting: 50

Quality criterion - Name: Responsible Procurement / Weighting: 15

Quality criterion - Name: Price / Weighting: 35

Price - Weighting: 35%

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

Start date

1 October 2024

End date

30 September 2027

This contract is subject to renewal

Yes

Description of renewals

The contract is expected to be for three (3) years, with an option to extend for a further two (2) 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

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

As stated within the procurement documents.

III.1.2) Economic and financial standing

List and brief description of selection criteria

As stated within the procurement documents.

III.1.3) Technical and professional ability

List and brief description of selection criteria

As stated within the procurement documents.

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As stated within the procurement documents.

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-013703](#)

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

Date

28 June 2024

Local time

12:00pm

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: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

3 June 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

This tendering exercise is being undertaken using the electronic tendering system 'capitalEsourcing' (www.capitalesourcing.com). Suppliers will need to register an interest on the system in order to participate and registration is free.

The estimated value given at II.2.6) is for the full duration of the contract including the maximum possible extensions. The estimated annual contract value is therefore £50,000.

We have reduced the timeframe for receipt of tenders following the publication of a PIN 2024/S 000-013703

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC1A 2LL

Country

United Kingdom