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Tender

## **Media Relations - Guildhall School**

City of London Corporation

F02: Contract notice

Notice identifier: 2024/S 000-017125

Procurement identifier (OCID): ocds-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](mailto: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

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## 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

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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

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.

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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.2.1) 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

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## **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](http://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