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Contract

## **Digital Advertising & Influencer Management Framework**

Forestry England (for and on behalf of the Forestry Commission)

F03: Contract award notice

Notice identifier: 2025/S 000-018210

Procurement identifier (OCID): ocds-h6vhtk-04ad9f

Published 30 April 2025, 7:05pm

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

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

Forestry England (for and on behalf of the Forestry Commission)

620 Bristol Business Park, Coldharbour Lane

Bristol

BS16 1EJ

#### **Contact**

Sam Harris

#### **Email**

[sam.harris@forestryengland.uk](mailto:sam.harris@forestryengland.uk)

#### **Telephone**

+44 3000674000

#### **Country**

United Kingdom

**Region code**

UKK11 - Bristol, City of

**Internet address(es)**

Main address

<https://www.forestryengland.uk>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Forestry

## **Section II: Object**

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

#### **II.1.1) Title**

Digital Advertising & Influencer Management Framework

Reference number

FCCN002543

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Forestry England are tendering for a framework agreement for Digital Advertising and Influencer Management.

Full details of the requirements are provided in the tender documents.

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £650,000

### **II.2) Description**

#### **II.2.1) Title**

Digital Advertising

Lot No

1

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKK11 - Bristol, City of

Main site or place of performance

Bristol, City of

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

Covering the management of a digital advertising plan, working as a partner to our in-house teams.

### **II.2.5) Award criteria**

Quality criterion - Name: Advertising Plan / Weighting: 15

Quality criterion - Name: Advertising Revenue / Weighting: 20

Quality criterion - Name: Individual Giving / Weighting: 15

Quality criterion - Name: Design Team / Weighting: 10

Quality criterion - Name: Account Management / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 20

### **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

## **II.2) Description**

### **II.2.1) Title**

Influencer Management

Lot No

2

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKK11 - Bristol, City of

Main site or place of performance

Bristol, City of

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

Covering the development and management of an influencer marketing strategy, working as a partner to our in-house teams.

### **II.2.5) Award criteria**

Price

### **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 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 000-033719](#)

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## **Section V. Award of contract**

### **Contract No**

FCCN002543

### **Lot No**

1

### **Title**

Digital Advertising

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 April 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 14

Number of tenders received from SMEs: 14

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Navigate Agency Limited

11th Floor, Beacon Tower, Colston Street

Bristol

BS1 4XE

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

National registration number

05595352

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £550,000

Total value of the contract/lot: £550,000

## **Section V. Award of contract**

### **Contract No**

FCCN002543/2

### **Lot No**

2

### **Title**

Influencer Marketing

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 April 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 15

Number of tenders received from SMEs: 15

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 15

Number of tenders received by electronic means: 15

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

this Here Limited

14-18 Ada Street

London



E8 4QU

Country

United Kingdom

NUTS code

- UKI - London

National registration number

08537988

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £100,000

Total value of the contract/lot: £100,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://forestryengland.delta-esourcing.com/delta/viewNotice.html?noticeId=945991090>

GO Reference: GO-2025430-PRO-30381098

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Forestry Commission

620 Bristol Business Park, Coldharbour Lane

Bristol

BS16 1EJ

Email

[commercial.services@forestryengland.uk](mailto:commercial.services@forestryengland.uk)

Telephone

+44 3000674000

Country

United Kingdom