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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

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

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](#)

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

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

Telephone

+44 3000674000

Country

United Kingdom