This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/018210-2025">https://www.find-tender.service.gov.uk/Notice/018210-2025</a>

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 inhouse 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

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-0	70/	J

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:

 $\underline{https://forestryengland.delta-esourcing.com/delta/viewNotice.html?noticeId=945991090}$ 

GO Reference: GO-2025430-PRO-30381098

## VI.4) Procedures for review

### VI.4.1) Review body

**High Court** 

The Strand

London

WC2A 2LL

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**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**