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Contract

300000

Big Lottery Fund, operating as The National Lottery Community Fund

F03: Contract award notice

Notice identifier: 2023/S 000-018537

Procurement identifier (OCID): ocids-h6vhtk-03bccd

Published 29 June 2023, 1:43pm

Section I: Contracting authority

I.1) Name and addresses

Big Lottery Fund, operating as The National Lottery Community Fund

1st floor Peel Building, 2 Marsham Street

London

SW1P 4DF

Email

matthew.bowcott@tnlcommunityfund.org.uk

Telephone

+44 1213458943

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.tnlcommunityfund.org.uk>

Buyer's address

<https://tnlcommunityfund.bravosolution.co.uk/>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Distribution of National Lottery Funding

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

300000

Reference number

23NLP008

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The National Lottery Awards (NLAs) are the annual search for the UK's favourite National Lottery funded people and projects. There are two distinct elements to the Awards programme. Firstly, we ask the public and National Lottery funding distributors to nominate individuals from funded projects across several categories. The winners are selected decided by a judging panel made up of members of the National Lottery family and selected representatives of outside agencies i.e., media partners. There will also be Special Achievement Award this year, a new addition for 2023, to honour an individual who has gone above and beyond to make the lives of people that little bit better in challenging times.

The seven categories for individual winners are:

- Arts, Culture and Film
- Heritage
- Community and Charity
- Sport
- Young Hero (under 25's)
- Environment

- **Special Achievement**

In addition to the individual winners, there is also a category to honour a National Lottery Project of the Year that is decided by public vote. The campaign, which launches every year from April, is seven months long. Winners will be decided in the summer, and it is envisaged that we will need to begin work with the winning bidder for this contract at the end of July 2023.

The National Lottery Promotions Unit (NLPU) is seeking a digital partner who will create and publish social media content for the NLPU's annual National Lottery Awards campaign, highlighting awards winners and the key messaging that £30m a week is raised by National Lottery players for good causes. Content will be published on owned channels and the key demographic is 18 - 34-year olds.

The Contract Term is Friday 28th 2023 - Friday 26th July 2024 (with the option to extend for a further 2 x 12 month periods). The budget available for this project is £300,000 including expenses (exc. VAT), with a yearly allocation of £100,000 including expenses (exc. VAT).

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £298,800

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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nominate individuals from funded projects across several categories. The winners are selected decided by a judging panel made up of members of the National Lottery family and selected representatives of outside agencies i.e., media partners. There will also be Special Achievement Award this year, a new addition for 2023, to honour an individual who has gone above and beyond to make the lives of people that little bit better in challenging times.

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II.2.5) Award criteria

Quality criterion - Name: Quality (including social value) / Weighting: 80

Quality criterion - Name: Cost / Weighting: 20

Price - Weighting: 100

II.2.11) Information about options

Options: Yes

Description of options

Option of 2 x 12 month extension periods

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: [2023/S 000-009961](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

23NLP008

Title

Digital Media Partner

A contract/lot is awarded: Yes

V.2) Award of contract**V.2.1) Date of conclusion of the contract**

22 June 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

V.2.3) Name and address of the contractor

KOMI Group Ltd

Manchester

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £298,800

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Royal Courts of Justice

London

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The High Court

The Royal Courts of Justice

London

Country

United Kingdom