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Contract

Tower Bridge PR Agency

City of London Corporation

F03: Contract award notice

Notice identifier: 2024/S 000-019720

Procurement identifier (OCID): ocds-h6vhtk-04252e

Published 27 June 2024, 4:44pm

Section I: Contracting authority

I.1) Name and addresses

City of London Corporation

Guildhall

London

EC2P 2EJ

Email

Michael.Gotthjalpsen@cityoflondon.gov.uk

Telephone

+44 2076063030

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.cityoflondon.gov.uk

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Tower Bridge PR Agency

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of an agency to support the marketing team to deliver and generate positive publicity for the visitor attraction at Tower Bridge.

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: £354,905

II.2) Description

II.2.2) Additional CPV code(s)

- 79416100 - Public relations management services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

Tower Bridge PR Agency

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-036616](#)

Section V. Award of contract

Title

Tower Bridge PR Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 March 2024

V.2.2) Information about tenders

Number of tenders received: 10

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

V.2.3) Name and address of the contractor

Barley Communications

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Total value of the contract/lot: £354,905

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Mayor and Commonalty and Citizens of the City of London

London

Country

United Kingdom