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Tender

Raising Awareness of the Community Finance Sector

FAIR4ALL FINANCE LIMITED

F02: Contract notice

Notice identifier: 2023/S 000-026126

Procurement identifier (OCID): ocds-h6vhtk-03f9e9

Published 4 September 2023, 5:49pm

Section I: Contracting authority

I.1) Name and addresses

FAIR4ALL FINANCE LIMITED

2nd Floor 28 Commercial Street

London

E16LS

Contact

Gary Stephens

Email

procurement@fair4allfinance.org.uk

Country

United Kingdom

Region code

UKI42 - Tower Hamlets

Companies House

11810533

Internet address(es)

Main address

<https://fair4allfinance.org.uk/>

Buyer's address

<https://gbsprocure.marketdojo.com/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://gbsprocure.marketdojo.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://gbsprocure.marketdojo.com/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Raising Awareness of the Community Finance Sector

Reference number

ID440

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Fair4All Finance is seeking experience marketing provider(s) for a 3-year contract with the objective of raising awareness and consideration of the community finance sector.

The requirement covers key deliverables as follows:

a Lot 1 - Strategic PR & Marketing

- PR & Earned Media Press Office (year 1 and beyond)
- Strategic Sector Positioning & Messaging Framework (year 1 only)
- 5-10 Year Strategic Marketing & Communications Plan (year 1 only)
- Ad Hoc Requirements (year 1 and beyond)

b Lot 2 - Measurement & Reporting (Year 1 and beyond)

- Delivery of a usable measurement and reporting framework to monitor the impact of our PR and marketing activity on an ongoing basis

II.1.5) Estimated total value

Value excluding VAT: £1,250,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Our preference would be to contract a strategic PR and marketing agency for LOT 1 and a separate marketing measurement or market research agency for LOT 2. However, agencies are free to bid for both lots if they feel they can demonstrate sufficient expertise.

II.2) Description

II.2.1) Title

Strategic PR & Marketing

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Lot 1 - Strategic PR & Marketing

- PR & Earned Media Press Office (year 1 and beyond)

- Strategic Sector Positioning & Messaging Framework (year 1 only)
- 5-10 Year Strategic Marketing & Communications Plan (year 1 only)
- Ad Hoc Requirements (year 1 and beyond)

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Renewals will be re-tendered by Fair4All Finance dependent on requirements.

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Measurement & Reporting

Lot No

2

II.2.2) Additional CPV code(s)

- 79310000 - Market research services
- 79320000 - Public-opinion polling services
- 79330000 - Statistical services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Lot 2 - Measurement & Reporting (Year 1 and beyond)

- Delivery of a usable measurement and reporting framework to monitor the impact of our PR and marketing activity on an ongoing basis

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £82,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The contract would be subject to a new tender after 3 years.

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.2.2) Time limit for receipt of tenders or requests to participate

Date

2 October 2023

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

3 October 2023

Local time

9:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Not known at this stage. Further notices will be subject to Fair4All Finance future requirements.

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom