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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](mailto: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

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**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

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## **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

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## **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