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Tender

Digital Media Buying - Guildhall School

City of London Corporation

F02: Contract notice

Notice identifier: 2024/S 000-028799

Procurement identifier (OCID): ocds-h6vhtk-04993c

Published 9 September 2024, 2:31pm

Section I: Contracting authority

I.1) Name and addresses

City of London Corporation

Guildhall

London

EC2P 2EJ

Email

Daria.Faeti@cityoflondon.gov.uk

Telephone

+44 2076063030

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Internet address(es)

Main address

<https://www.cityoflondon.gov.uk>

I.3) Communication

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

<https://www.capitalesourcing.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.capitalesourcing.com>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Digital Media Buying - Guildhall School

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The estimated contract value over four (4) years is £628,045. This include the spend for media campaigns and agency fees.

Summary of requirements:

- Plan digital media campaigns for a range of Guildhall School offerings, providing expertise on digital marketing

platforms and the best ways to target the School's audiences.

- Provide recommendations on best use of budget, creative and copy and provide insight on the media buying

landscape and market trends.

- Implement these campaigns, including booking the ads, targeted copywriting, ad building, ensuring all tracking is in

place and liaison with media owners as required.

- Provide regular (at least weekly) reports on the campaign performance, and proactively recommend and implement

optimisations, and provide detailed end of campaign reports including recommendations on future campaign activity.

- Meet regularly with the marketing leads for each audience area, and share best practice and campaign updates.

More details on the scope of the contract are contained in the Brief.

II.1.5) Estimated total value

Value excluding VAT: £628,045

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI31 - Camden and City of London

Main site or place of performance

Guildhall School

II.2.4) Description of the procurement

The City Corporation is looking to appoint one single provider to deliver Digital Media Buying services to the Guildhall School.

The duration of the contract is three (3) years, subject to the right of the City Corporation (at its sole discretion) to exercise its right to extend the Contract by up to one (1) year. The maximum length of the contract is therefore four (4) years.

The estimated contract value over four (4) years is £628,045k. This includes the media campaigns' spend and agency fee.

The City Corporation will run an FTS Open tender.

II.2.5) Award criteria

Quality criterion - Name: Technical/Quality / Weighting: 55

Quality criterion - Name: Responsible Procurement / Weighting: 15

Quality criterion - Name: Price / Weighting: 30

Price - Weighting: 30%

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

Start date

27 April 2025

End date

26 April 2028

This contract is subject to renewal

Yes

Description of renewals

The contract is expected to be for three (3) years, with an option to extend for a further one (1) year.

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As stated within the procurement documents.

III.1.2) Economic and financial standing

List and brief description of selection criteria

As stated within the procurement documents.

III.1.3) Technical and professional ability

List and brief description of selection criteria

As stated within the procurement documents.

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As stated within the procurement documents.

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

Date

9 October 2024

Local time

12:00pm

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: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

9 September 2024

Local time

2:30pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

This tendering exercise is being undertaken using the electronic tendering system 'capitalEsourcing' (www.capitalesourcing.com). Suppliers will need to register an interest on the system in order to participate and registration is free.

The estimated value given at II.2.6) is for the full duration of the contract including the maximum possible extensions. The estimated annual contract value is therefore £157k including media campaigns spend and agency fees .

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC1A 2LL

Country

United Kingdom