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Tender

L25005-T-TC - Public Relations - Consumer PR contract

London Luton Airport Operations Limited

F05: Contract notice – utilities

Notice identifier: 2025/S 000-030385

Procurement identifier (OCID): ocds-h6vhtk-0543f0

Published 5 June 2025, 4:45pm

Section I: Contracting entity

I.1) Name and addresses

London Luton Airport Operations Limited

Percival House, Percival Way

Luton

LU2 9NU

Email

tracey.constantinides@ltn.aero

Country

United Kingdom

Region code

UKH21 - Luton

Internet address(es)

Main address

<https://www.london-luton.co.uk/corporate>

Buyer's address

<https://www.london-luton.co.uk/corporate>

I.3) Communication

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

<https://london-luton.ukp.app.jaggaer.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://london-luton.ukp.app.jaggaer.com/>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://london-luton.ukp.app.jaggaer.com/>

I.6) Main activity

Airport-related activities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

L25005-T-TC - Public Relations - Consumer PR contract

Reference number

L25005-T-TC

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

London Luton Airport is looking for bidders for:

Public Relations - Consumer PR contract. This tender will be divided into two Lots as follows:

Lot 1: Consumer PR campaign activity:

This Lot will be awarded to a maximum of 3 suppliers on a zero-value framework with no contractual commitment to spend for LLA. This Lot will focus on proactive, consumer-focused PR campaigns and activity, designed to build our profile in targeted national consumer and lifestyle press. This framework will be in place for a period of 3 years with the opportunity to extend twice for a further year (3+1+1).

Lot 2: Corporate PR:

This Lot will focus on providing day-to-day corporate communications activity and support (with a monthly retainer fee). This Lot will be awarded to one agency. This contract will be in place for a period of 3 years with the opportunity to extend twice for a further year (3+1+1).

II.1.5) Estimated total value

Value excluding VAT: £750,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2) Description

II.2.1) Title

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH21 - Luton

Main site or place of performance

London Luton Airport

II.2.4) Description of the procurement

As per tender document

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: £375,000

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

Duration in months

60

This contract is subject to renewal

No

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

II.2.14) Additional information

Please see tender documents

II.2) Description

II.2.1) Title

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH21 - Luton

Main site or place of performance

London Luton Airport

II.2.4) Description of the procurement

As per tender documents

II.2.5) Award criteria

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II.2.6) Estimated value

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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

II.2.14) Additional information

Please see tender documents

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

Please see tender documents

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.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

Please see tender documents

III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Please see tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please see tender documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 3

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

20 June 2025

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

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Please see tender documents

VI.4) Procedures for review

VI.4.1) Review body

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

Procurement.team@ltn.aero

Telephone

+44 1582405100

Fax

+44 1582405100

Country

United Kingdom

Internet address

<https://london-luton.ukp.app.jaggaer.com/>

VI.4.2) Body responsible for mediation procedures

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

LU2 9NU

Email

Procurement.team@ltn.aero

Telephone

+44 1582405100

Country

United Kingdom

Internet address

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VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Please see tender documents