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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](mailto: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

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## **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**

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

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## **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

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## **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)



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## **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](mailto: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](mailto: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