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Contract

Media Relations - Guildhall School

City of London Corporation

F03: Contract award notice

Notice identifier: 2024/S 000-031349

Procurement identifier (OCID): ocds-h6vhtk-0455ad

Published 1 October 2024, 1:06pm

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

UKI - London

Internet address(es)

Main address

www.cityoflondon.gov.uk

I.4) Type of the contracting authority

Regional or local Agency/Office

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Relations - Guildhall School

Reference number

itt_COL_18297

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The City of London Corporation (the City) invited Tenders for the provision of Media Relations Services.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £250,000.40

II.2) Description

II.2.2) Additional CPV code(s)

- 79416100 - Public relations management services

II.2.3) Place of performance

NUTS codes

- UKI - London

Main site or place of performance

Guildhall School, Silk St, London EC2Y 8DT

II.2.4) Description of the procurement

The City of London Corporation required a Media Relations Contractor for the Guildhall School.

The awarded supplier will:

??Deliver the objectives of Guildhall School's PR strategy, proactively seeking positive media coverage and engagement across the School's strategic objectives.

?Act as the School's press office, handling reactive media enquiries and working with the School to identify appropriate responses and spokespeople/content; providing staff presence to support with interviews, filming, and press desks as required.

?Drive profile for the School via media coverage of the School's substantial events programme, achieving preview coverage, listings, attendance by critics and reviews.

?Support the School on reputational and crisis communications, providing expert advice and immediate management of sensitive and complex issues that may receive media attention, including liaison with the central City of London communications team.

?Support brand awareness by proactively seeking opportunities for Guildhall academic/artistic staff to comment on industry topics or provide expert opinion in the media.

?Engage with influencers and undertaking digital media relations activity, coordinating

with the School's own social media and digital marketing activity (nb. the School manages its own social media presence and channels).

?Provide daily media clippings summaries, both featuring the School and in order to share wider industry news, recording and retaining relevant clippings, and producing digital media clippings books on request.

?Work with the School's marketing and communications team to revise and renew the PR strategy as required.

The duration of the contract is three (3) years, subject to the right of the City (at its sole discretion) to exercise its right to extend the Contract by up to two (2) years. The maximum length of the contract is therefore five (5) years.

II.2.5) Award criteria

Quality criterion - Name: Price / Weighting: 35

Quality criterion - Name: Technical / Weighting: 50

Quality criterion - Name: Responsible Procurement / Weighting: 15

Price - Weighting: 35

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 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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-017125](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 September 2024

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Rebecca Driver Media Relations

17 Wood Ridge Crescent, St Neots, Cambs PE19 6BG

Cambs

PE19 6BG

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £250,000.40

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

See VI.4.1) Review body field of this contract award notice

London

Country

United Kingdom