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Tender

## **Paid Media Services**

British Business Bank

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-032618

Procurement identifier (OCID): ocds-h6vhtk-05492a

Published 16 June 2025, 2:05pm

## **Changes to notice**

This notice has been edited. The [previous version](#) is still available.

## **Scope**

## **Description**

British Business Bank ('the Bank') is seeking to review and appoint an agency to deliver media planning, buying, campaign delivery and optimisation across the Bank's paid media channels, providing outcome-based, end-to-end national and regional campaign management.

This also includes delivery of campaigns for its Start Up Loans programme. Historically, this was operated by a separate agency; with media buying and planning consolidated into a single agency for the Bank back in 2020. Over the past 5 years it has been managed alongside the wider Bank's paid media campaigns but still planned and bought separately. The expectation is for further consolidation so that it becomes a key aspect of an overall Bank media strategy moving forward.

Over the last few years, the Bank's media activity has followed an 'always on' approach to help improve knowledge and understanding of 'access to finance' amongst SME's, via the combination of supporting Brand, Content and Product. This has been part of the Marketing Engagement and Demand strategy in order to deliver against the Bank's objectives: driving sustainable growth, backing innovation, unlocking potential and building the modern green economy. In order to do this, one of our key enablers is that of Customer Centricity - placing customers at the heart of everything we do.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=959304098>

### **Total value (estimated)**

- £4,227,000 excluding VAT
- £5,072,400 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 14 October 2025 to 13 October 2028
- Possible extension to 13 October 2029
- 4 years

Description of possible extension:

British Business Bank proposes to enter into a Contract for a period of three (3) years with

an optional one (1) year extension, Maximum term being four (4) years.

## **Main procurement category**

Services

## **CPV classifications**

- 79341400 - Advertising campaign services

## **Contract locations**

- UK - United Kingdom

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

1 July 2025, 5:00pm

**Tender submission deadline**

11 July 2025, 2:00pm

**Submission address and any special instructions**

<https://www.delta-esourcing.com/respond/4J96D3WJS4>

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

**Award decision date (estimated)**

26 August 2025

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**Award criteria**

| Name                               | Description        | Type    | Weighting |
|------------------------------------|--------------------|---------|-----------|
| Part 1 (Various Quality Questions) | Various quality    | Quality | 65%       |
| Price                              | Price              | Price   | 25%       |
| Part 2 (Presentation Stage)        | Presentation Stage | Quality | 10%       |

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## Other information

### Applicable trade agreements

- Government Procurement Agreement (GPA)

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

### British Business Bank

- Public Procurement Organisation Number: PGTM-8337-GYXM

Steel City House, 2 West Street

Sheffield

S1 2GQ

United Kingdom

Contact name: Procurement

Telephone: +441142127877

Email: [Procurement@british-business-bank.co.uk](mailto:Procurement@british-business-bank.co.uk)

Region: UKE32 - Sheffield

Organisation type: Public authority - central government