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Tender

Digital Advertising & Influencer Management Framework

Forestry England (for and on behalf of the Forestry Commission)

F02: Contract notice

Notice identifier: 2024/S 000-033719

Procurement identifier (OCID): ocds-h6vhtk-04ad9f

Published 18 October 2024, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

Forestry England (for and on behalf of the Forestry Commission)

620 Bristol Business Park, Coldharbour Lane

Bristol

BS16 1EJ

Contact

Sam Harris

Email

sam.harris@forestryengland.uk

Telephone

+44 3000674000

Country

United Kingdom

Region code

UKK11 - Bristol, City of

Internet address(es)

Main address

<https://www.forestryengland.uk>

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Bristol:-Advertising-and-marketing-services./JY44B92VUE>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/JY44B92VUE>

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

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Forestry

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Advertising & Influencer Management Framework

Reference number

FCCN002543

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Forestry England are tendering for a framework agreement for Digital Advertising and Influencer Management.

Full details of the requirements are provided in the tender documents.

II.1.5) Estimated total value

Value excluding VAT: £650,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Digital Advertising

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKK11 - Bristol, City of

Main site or place of performance

Bristol, City of

II.2.4) Description of the procurement

Covering the management of a digital advertising plan, working as a partner to our in-house teams.

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: £550,000

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

Duration in months

48

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) Description

II.2.1) Title

Influencer Management

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKK11 - Bristol, City of

Main site or place of performance

Bristol, City of

II.2.4) Description of the procurement

Covering the development and management of an influencer marketing strategy, working as a partner to our in-house teams.

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: £100,000

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

Duration in months

48

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

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

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

IV.2.7) Conditions for opening of tenders

Date

18 November 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic payment will be used

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://forestryengland.delta-esourcing.com/tenders/UK-UK-Bristol:-Advertising-and-marketing-services./JY44B92VUE>

To respond to this opportunity, please click here:

<https://forestryengland.delta-esourcing.com/respond/JY44B92VUE>

GO Reference: GO-20241018-PRO-28191795

VI.4) Procedures for review

VI.4.1) Review body

High Court

The Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Forestry Commission

620 Bristol Business Park, Coldharbour Lane

Bristol

BS16 1EJ

Email

commercial.services@forestryengland.uk

Telephone

+44 3000674000

Country

United Kingdom