This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/033719-2024">https://www.find-tender.service.gov.uk/Notice/033719-2024</a>

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