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Tender

Tower Bridge PR Agency

City of London Corporation

F02: Contract notice

Notice identifier: 2023/S 000-036616

Procurement identifier (OCID): ocds-h6vhtk-04252e

Published 13 December 2023, 11:09am

Section I: Contracting authority

I.1) Name and addresses

City of London Corporation

Guildhall

London

EC2P 2EJ

Contact

Michael Gotthjalpsen

Email

Michael.Gotthjalpsen@cityoflondon.gov.uk

Telephone

+44 2076063030

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.cityoflondon.gov.uk

I.3) Communication

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

www.capitalesourcing.com

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.capitalesourcing.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

www.capitalesourcing.com

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Tower Bridge PR Agency

Reference number

itt_COL_17833

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

We require an agency to support the marketing team to deliver and generate positive publicity for the visitor attraction at Tower Bridge. An agency will ensure Tower Bridge maintains in a positive public perception throughout the year and that all avenues for promotion are fully utilised as part of a comprehensive PR and marketing plan.

II.1.5) Estimated total value

Value excluding VAT: £385,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Tower Bridge

II.2.4) Description of the procurement

We require an agency to support the marketing team to deliver and generate positive publicity for the visitor attraction at Tower Bridge. An agency will ensure Tower Bridge maintains in a positive public perception throughout the year and that all avenues for promotion are fully utilised as part of a comprehensive PR and marketing plan.

II.2.5) Award criteria

Quality criterion - Name: Qualification Envelope / Weighting: PASS/FAIL

Quality criterion - Name: Technical / Weighting: 45

Quality criterion - Name: Commercial / Weighting: 40

Quality criterion - Name: Responsible Procurement / Weighting: 15

Price - Weighting: 40%

II.2.6) Estimated value

Value excluding VAT: £385,000

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

Start date

1 April 2024

End date

31 March 2028

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.1.8) 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

19 January 2024

Local time

5:00pm

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

19 January 2024

Local time

5:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

This tendering exercise is being undertaken using the electronic tendering system 'capitalEsourcing' (www.capitalesourcing.com). Suppliers will need to register an interest on the system in order to participate and registration is free.

The estimated value given at II.2.6) is for the full duration of the contract including the maximum possible extensions. The estimated total contract value is therefore £385,000.

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC1A 2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC1A 2LL

Country

United Kingdom

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

Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom