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Contract

002087 Media Buying Advertising and Planning Framework

British Library

F03: Contract award notice

Notice identifier: 2023/S 000-037542

Procurement identifier (OCID): ocds-h6vhtk-03ce2f

Published 20 December 2023, 4:06pm

Section I: Contracting authority

I.1) Name and addresses

British Library

96 Euston Road

London

NW1 2DB

Contact

Andy Kemp

Email

andy.kemp@bl.uk

Telephone

+44 1937546387

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

United Kingdom

Internet address(es)

Main address

<https://www.delta-esourcing.com/>

Buyer's address

<https://www.delta-esourcing.com/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

002087 Media Buying Advertising and Planning Framework

Reference number

002087

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Library (BL) is leading a collaborative tender with the DCMS institutions to set up a Framework Agreement to deliver their Media Buying Advertising and Planning. The primary organisations expected to utilise this arrangement as Contracting Authorities are: City of London Corporation (Barbican and Tower Bridge) British Library British Museum Museum of London National Army Museum National Gallery Natural History Museum National Museums and Galleries on Merseyside (NML) National Portrait Gallery Oxford University Gardens, Libraries and Museums Royal Botanic Gardens Kew Science Museum Group Tate The National Archives V&A

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: £16,000,000

II.2) Description**II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

The British Library (BL) is leading a collaborative tender with the Museum of London, Kew Gardens and DCMS Museums and Galleries to set up a Framework Agreement to deliver their Media Buying Advertising and Planning. The primary organisations expected to utilise this arrangement as Contracting Authorities are: City of London Corporation <https://www.barbican.org.uk/> (Barbican and Tower Bridge) British Library

<https://www.bl.uk/> British Museum <http://www.britishmuseum.org/> Museum of London <https://www.museumoflondon.org.uk/museum-london> National Army Museum <https://www.nam.ac.uk/> National Gallery <https://www.nationalgallery.org.uk/> Natural History Museum <http://www.nhm.ac.uk/> National Museums and Galleries on Merseyside (NML), <https://www.liverpoolmuseums.org.uk/> National Portrait Gallery <https://www.npg.org.uk/> Oxford University Gardens, Libraries and Museums Royal Botanic Gardens Kew <https://www.kew.org/> Science Museum Group <https://group.sciencemuseum.org.uk/> Tate <http://www.tate.org.uk/> The National Archives <https://www.nationalarchives.gov.uk/> V&A <https://www.vam.ac.uk/> With the permission of the British Library's Contract Managers, any charitably funded organisation or Government funded public body will have access to this Framework Agreement. The purpose of this procurement is to source one supplier demonstrating the capability and capacity to deliver services providing the optimal mix of quality and cost across all aspects of media planning and buying within the current landscape.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Cost / Weighting: 40

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

Competitive procedure with negotiation

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: [2023/S 000-014472](#)

Section V. Award of contract

Contract No

002087 Media Buying Advertising and Planning Framework

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 November 2023

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Anything is Possible Media Ltd

Third Floor, 41-46 Frederick Place

Brighton

BN14 EA1

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10910014

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £16,000,000

Total value of the contract/lot: £16,000,000

Section VI. Complementary information

VI.3) Additional information

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To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=831588552>

GO Reference: GO-20231220-PRO-24824574

VI.4) Procedures for review

VI.4.1) Review body

British Library

96 Euston Road

London

NW1 2DB

Email

andy.kemp@bl.uk

Country

United Kingdom