

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/037928-2024>

Tender

## **Media Planning & Buying Services**

Construction Industry Training Board

F02: Contract notice

Notice identifier: 2024/S 000-037928

Procurement identifier (OCID): ocds-h6vhtk-04be3f

Published 22 November 2024, 7:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Construction Industry Training Board

Sand Martin House, Bittern Way, Fletton Quays

Peterborough

PE2 8TY

#### **Contact**

Simon Ward

#### **Email**

[simon.ward@gov.sscl.com](mailto:simon.ward@gov.sscl.com)

#### **Telephone**

+44 7597885786

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.citb.co.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-Peterborough:-Advertising-consultancy-services./374AN5WNMZ>

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/374AN5WNMZ>

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

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

---

## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Media Planning & Buying Services

Reference number

PROC2024048

#### II.1.2) Main CPV code

- 79341100 - Advertising consultancy services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

CITB is looking for an experienced media planning and buying agency to support its strategic marketing objectives for promoting construction training and workforce development initiatives. The agency will handle media planning, buying and performance reporting across digital and traditional channels. This will cover campaign activity ranging from small activity to large, multi-channel campaigns.

#### II.1.5) Estimated total value

Value excluding VAT: £2,100,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

#### 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**

CITB is looking for an experienced media planning and buying agency to support its strategic marketing objectives for promoting construction training and workforce development initiatives. The agency will handle media planning, buying and performance reporting across digital and traditional channels. This will cover campaign activity ranging from small activity to large, multi-channel campaigns.

#### **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: £2,100,000

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

Start date

20 May 2025

End date

19 May 2028

This contract is subject to renewal

Yes

Description of renewals

Initial 1 year contract with 2 x 12 month options to extend.

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 5

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/374AN5WNMZ>

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

6 January 2025

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)

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

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://www.delta-esourcing.com/tenders/UK-UK-Peterborough:-Advertising-consultancy-services./374AN5WNMZ>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/374AN5WNMZ>

GO Reference: GO-20241122-PRO-28625638

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

TBA

TBA

Country

United Kingdom