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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

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-esourcing.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>

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GO Reference: GO-20241122-PRO-28625638

VI.4) Procedures for review

VI.4.1) Review body

TBA

TBA

Country

United Kingdom