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Tender

NG Digital Out of Home Marketing Contract Deal

The Board of Trustees of the National Gallery

F02: Contract notice

Notice identifier: 2024/S 000-040176

Procurement identifier (OCID): ocds-h6vhtk-04c7ba

Published 12 December 2024, 7:05pm

Section I: Contracting authority

I.1) Name and addresses

The Board of Trustees of the National Gallery

The National Gallery, Trafalgar Square

London

WC2N 5DN

Email

contracting@ng-london.org.uk

Telephone

+44 2077475810

Country

United Kingdom

Region code

UKI32 - Westminster

Internet address(es)

Main address

www.nationalgallery.org.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-London:-Advertising-and-marketing-services./X9KZHU3RX4>

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/X9KZHU3RX4>

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

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

NG Digital Out of Home Marketing Contract Deal

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The National Gallery is seeking a Digital Out of Home organisation to collaborate with it in the promotion of its exciting programme of free exhibitions, learning programme and activities across the nation. This three-year association will be based on a minimum guarantee of £200k of advertising value per year in exchange for equivalent value of Mmarketing and other opportunities..

The Digital Out of Home organisation we work with should share our values of being committed to bringing great art to the widest and most diverse audiences. It must have a network of digital display screens in premium locations across the UK. This should include high impact and high footfall locations which include, city centres, retail and commercial centres and high traffic transport locations including London Underground stations and major roadside locations.

II.1.5) Estimated total value

Value excluding VAT: £600,000

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

The National Gallery is seeking a Digital Out of Home organisation to collaborate with it in the promotion of its exciting programme of free exhibitions, learning programme and activities across the nation. This three-year association will be based on a minimum guarantee of £200k of advertising value per year in exchange for equivalent value of Mmarketing and other opportunities..

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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: £600,000

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

Duration in months

36

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

13 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)

IV.2.7) Conditions for opening of tenders

Date

13 January 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./X9KZHU3RX4>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/X9KZHU3RX4>

GO Reference: GO-20241212-PRO-28869360

VI.4) Procedures for review

VI.4.1) Review body

The National Gallery

Trafalgar Square

London

WC2N 5DN

Email

contracting@ng-london.org.uk

Telephone

+44 2077475823

Country

United Kingdom

Internet address

www.nationalgallery.org.uk