

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/040370-2025>

Tender

Advertising Agency Services for Sub-Saharan Africa

British Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-040370

Procurement identifier (OCID): ocds-h6vhtk-055ffb

Published 16 July 2025, 9:21am

Scope

Description

The objective of this tender is to provide British Council with centralized effective & integrated network of marketing support for creative development digital AND social media support, rollout strategies and communications by agencies which provides a range of services across the spectrum of British Council marketing needs

Total value (estimated)

- £840,000 excluding VAT
- £1,050,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 3 November 2025 to 3 November 2027

- Possible extension to 3 November 2029
- 4 years, 1 day

Description of possible extension:

The Contract awarded will be for a duration of two 2 years with an option for an extension for up to 2 years additional years

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79340000 - Advertising and marketing services
- 92111220 - Advertising video-tape production
- 79961100 - Advertising photography services

Contract locations

- ZA - South Africa

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

26 August 2025, 12:59am

Tender submission deadline

26 August 2025, 12:59am

Submission address and any special instructions

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

27 September 2025

Award criteria

Name	Description	Type	Weighting
Commercial	Commercial	Price	40%
Quality Experience credentials and presence	Quality Experience credentials and presence	Quality	25%
Methodology and Approach	Methodology and Approach	Quality	25%
Social Value	Social Value	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Samia Bensaid

Email: Samia.Bensaid@britishcouncil.org

Website: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government