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Tender

# **Discovery & Rapid Resourcing Marketing Agency**

BRITISH COUNCIL(THE)

UK4: Tender notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-055986

Procurement identifier (OCID): ocds-h6vhtk-0598f9

Published 11 September 2025, 5:27pm

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### **Scope**

#### Reference

TT1027911

## **Description**

The British Council seeks to appoint a single supplier under a one-year contract (with the option of two 12-month extensions) to act as a Discovery and Rapid Resourcing Marketing Agency Partner. The agreement will be let as a single-supplier services contract, not a multi-supplier framework. The selected supplier will deliver a short, focused discovery phase to assess the current and future resourcing and operating model across global marketing, followed by the provision of embedded capacity and flexible surge support across priority areas.

## Total value (estimated)

• £214,904 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 4 November 2025 to 3 November 2026
- Possible extension to 3 November 2028
- 3 years

Description of possible extension:

Option to extend incrementally for an additional two 12 month periods

### Main procurement category

Services

#### **CPV** classifications

- 79340000 Advertising and marketing services
- 79400000 Business and management consultancy and related services

#### **Contract locations**

• UK - United Kingdom

# **Participation**

## **Particular suitability**

Small and medium-sized enterprises (SME)

### **Submission**

## **Enquiry deadline**

25 September 2025, 11:00am

### **Submission type**

**Tenders** 

#### **Tender submission deadline**

7 October 2025, 11:00am

## Submission address and any special instructions

Please submit all questions and responses to our procurement portal: <a href="https://tap.tcsapps.com/tap2/#/bc-supplier-registration">https://tap.tcsapps.com/tap2/#/bc-supplier-registration</a>

## Tenders may be submitted electronically

Yes

# Languages that may be used for submission

English

# Award decision date (estimated)

4 November 2025

## **Award criteria**

Name	Туре	Weighting
Commercial	Cost	40%
Approach & Delivery	Quality	20%
Team, Governance & Global Delivery	Quality	20%
Social Value	Quality	10%
Quality, Reporting & Compliance	Quality	10%

## Other information

# Conflicts assessment prepared/revised

Yes

# **Procedure**

## **Procedure type**

Competitive flexible procedure

## Competitive flexible procedure description

Initial tenders will be assessed. Supplier presentations and dialogue sessions will follow, and we will then invite Best and Final Tenders from the shortlisted suppliers.

## **Contracting authority**

## **BRITISH COUNCIL(THE)**

• Companies House: RC000060

Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place, Stratford,

London

E20 1JQ

**United Kingdom** 

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Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government