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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 000-057204

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

Published 17 September 2025, 10:17am

Changes to notice

This notice has been edited. The [previous version](#) is still available.

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:
<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)

4 November 2025

Award criteria

Name	Type	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

Contact name: Charlie Loveday

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

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government