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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 ([view related notices](#))

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

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **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

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## 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%

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## Other information

## **Conflicts assessment prepared/revised**

Yes

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## **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.

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## **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