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Tender

City Lit SEO, Analytics, Conversion Rate Optimisation and Digital PR

The City Literary Institute

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

Notice identifier: 2025/S 000-065952

Procurement identifier (OCID): ocds-h6vhtk-05ce0d

Published 16 October 2025, 2:39pm

Scope

Reference

CA16612

Description

City Lit requires one supplier to fulfil their requirement for SEO, Analytics, Conversion Rate Optimisation and Digital PR. Please review the tender documents for further information.

Total value (estimated)

- £410,000 excluding VAT
- £492,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 January 2026 to 31 December 2028
- Possible extension to 31 December 2030
- 5 years

Description of possible extension:

Maximum 2 extensions of 12 months per extension.

Main procurement category

Services

CPV classifications

- 79416200 - Public relations consultancy services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

In the first instance, candidates should register with multiquote.com and express an interest in the contract. Contract details can be found under the 'Opportunities' section of the multiquote.com homepage. A Selection Questionnaire (SQ) must be completed and returned (via multiquote.com) as part of the request to participate process. Candidates will need to provide as part of the request to participate process evidence of business quality standards, accreditations, and relevant experience. Any candidate found to be guilty of serious misrepresentation in proving false or inaccurate information may be declared ineligible and not selected to continue with the process.

Technical ability conditions of participation

In the first instance, candidates should register with multiquote.com and express an interest in the contract. Contract details can be found under the 'Opportunities' section of the multiquote.com homepage. A Selection Questionnaire (SQ) must be completed and returned (via multiquote.com) as part of the request to participate process. Candidates will need to provide as part of the request to participate process evidence of business quality standards, accreditations, and relevant experience. Any candidate found to be guilty of serious misrepresentation in proving false or inaccurate information may be declared ineligible and not selected to continue with the process.

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

6 November 2025, 12:00pm

Tender submission deadline

13 November 2025, 10:00am

Submission address and any special instructions

To access this opportunity, log in to <https://suppliers.multiquote.com> and view the opportunity. If you are not registered with MultiQuote, please visit <https://suppliers.multiquote.com>, complete the registration form on the log in page and quote the title and reference of the notice in your registration.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

1 January 2026

Award criteria

Name	Description	Type	Weighting
Technical Quality Requirements	Technical Quality Requirements	Quality	80.0%
Schedule of Prices	Schedule of Prices	Price	20.0%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

The City Literary Institute

- Public Procurement Organisation Number: PGGZ-5659-TPYJ

Keeley Street

London

WC2B 4BA

United Kingdom

Telephone: 0171 242 9872

Email: s.hossain@thecpc.ac.uk

Region: UKI31 - Camden and City of London

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)