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Tender

## **Framework for PR and Communications Agency in Sub-Saharan Africa**

British Council

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

Notice identifier: 2025/S 000-070853

Procurement identifier (OCID): ocds-h6vhtk-05d9ec

Published 4 November 2025, 1:48pm

### **Scope**

### **Description**

British Council anticipates that it will spend up to £ 249,000 on marketing and communication activities in Sub-Saharan Southern Africa (SSA), please refer to point Schedule 1 & 2 with regards to scope and the structure of this procurement exercise. We will be recruiting two agencies via this tender process. Areas that will be covered will be our SSA region for the provision of planning and executing its marketing or communication campaigns end to end. The focus will be 360 integrated campaigns strategies which will include digital media, TV, Radio, outdoor, print and other offline media, creatives and content development and communication planning.

### **Total value (estimated)**

- £249,000 excluding VAT
- £287,000 including VAT

Above the relevant threshold

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

- 1 April 2026 to 1 April 2030
- 4 years, 1 day

### **Main procurement category**

Services

### **CPV classifications**

- 79416200 - Public relations consultancy services
- 79342000 - Marketing services

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## **Submission**

### **Enquiry deadline**

29 November 2025, 12:00am

### **Tender submission deadline**

23 December 2025, 12:00am

### **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)**

12 February 2026

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**Award criteria**

| <b>Name</b>              | <b>Description</b>          | <b>Type</b> | <b>Weighting</b> |
|--------------------------|-----------------------------|-------------|------------------|
| Commercial               | Annex 4 Pricing approach    | Price       | 40%              |
| Quality                  | Annex 3 supplier's response | Quality     | 25%              |
| Methodology and Approach | Annex 3 supplier's response | Quality     | 25%              |
| Social Value             | Annex 3 supplier's response | Quality     | 10%              |

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**Other information****Conflicts assessment prepared/revised**

Yes

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

### British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Mai ElGhareeb

Email: [Mai.ElGhareeb@britishcouncil.org.eg](mailto:Mai.ElGhareeb@britishcouncil.org.eg)

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

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government

