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Tender

Branding social vendor for British Council IELTS in China

British Council

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

Notice identifier: 2025/S 000-080423

Procurement identifier (OCID): ocds-h6vhtk-05f055

Published 8 December 2025, 9:13am

Scope

Description

Intergrated marketing campaign for IELTS on social platforms in China

Total value (estimated)

- £626,000 excluding VAT

- £626,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 May 2026 to 1 May 2029

- 3 years, 1 day

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Submission

Enquiry deadline

20 January 2026, 5:01pm

Submission type

Requests to participate

Deadline for requests to participate

7 February 2026, 5:00pm

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)

2 April 2026

Award criteria

Name	Description	Type	Weighting
Commercial	Value for money	Cost	45%
Quality	Intergrated marketing plan for IELTS	Quality	30%
Methodology and approach	Account team & KPIs	Quality	15%
Social value	Well-being amongst the workforce and in the workplace	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Two stages tender is required and for those who pass stage 1, will be invited for stage 2 participant

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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: Dinh Vui

Email: Dinh.Vui@britishcouncil.org

Website: http://www.britishcouncil.org

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government