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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

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## **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

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**Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
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%

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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

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](mailto:Dinh.Vui@britishcouncil.org)

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

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government