



INVITATION TO TENDER

Tender Name	15Hatfields Marketing Agency
Tender Reference	

1. About 15Hatfields

[15Hatfields](#) (15H) is an award-winning sustainable events, conference, and meetings venue located on London's South Bank. Conveniently situated within a 10-minute walk of four underground and mainline stations, including London Waterloo, 15H offers excellent transport links for delegates.

Since opening our doors in 2008, we have been raising the bar for sustainable events, meetings and conferences and our environmental principles inspire everything we do. Spanning two floors, we offer 14 flexible spaces that can be tailored to suit all types of events and to accommodate 2-550 delegates. With state-of-the-art AV (Audio Visual) equipment, hybrid and virtual conferencing capabilities, and an expert in-house team, we deliver impactful, low carbon events for local and international audiences.

Sustainability is at the heart of everything we do. In 2021, we become the UK's first Platinum ECOsmart venue. All operations are guided by the UN's Sustainable Development Goals, with responsible consumption and production informing every purchase and partnership. We use 100% renewable energy, avoid single-use plastics, and offer access to our carbon calculator to help clients measure and reduce their event's footprint. We work exclusively with local, organic, Fairtrade, and palm oil-free suppliers to ensure all catering and refreshments are sustainably sourced and prepared.

15H is owned by the Chartered Institute of Environmental Health (CIEH) – the membership and awarding body for environmental health, all the profits that 15H make are invested back into the CIEH which is a registered charity.

Environmental and sustainable procurement is extremely important to CIEH's and 15H's core beliefs and principles. Invitations to tender request that potential providers demonstrate their commitment to environmental processes.

2. Introduction

Information on the purchase, key elements, and key outputs
<p>15H is seeking to appoint a digital marketing agency to design and deliver high-performing, lead-generating campaigns that drive measurable growth in qualified enquiries.</p> <p>The appointed agency will work in partnership with the marketing and communications team and the 15H team to successfully develop and deliver digital marketing campaigns. These campaigns must be focused on generating leads, improving conversion and enhancing brand visibility.</p> <p>We are interested in hearing about two approaches so we can understand how best to work with a digital marketing agency to achieve our goals.</p> <p>Approaches:</p> <ol style="list-style-type: none">1) An approach focused on PPC to drive qualified leads2) A broader digital marketing approach encompassing a variety of digital marketing tactics including, but not limited to, PPC, SEO, social media, content marketing, lead magnets and email campaigns. <p>The primary objective is to deliver a 30% increase in qualified enquiries, with all activity supported by robust tracking, reporting and optimisation.</p> <p>Each tender (Tender) submitted by each supplier who responds to this ITT (Tenderer) should be detailed enough to allow 15H to make an informed selection of the most appropriate solution. This ITT contains information about the procurement process and the services referred to in this ITT (Services).</p> <p>Subject to the terms of this ITT, 15H proposes to enter a contract (Contract) with the successful Tenderer (Service Provider). The initial Contract will be for 1 year with the opportunity for renewal annually based on performance and outcomes. To ensure alignment and effectiveness we would like a review at 6 months to assess progress and performance. Based on this review, 15H reserves the right to continue with the contract, adjust the scope or approach, or terminate the contract. Tenderers are encouraged to outline how they would approach the first 6 months including recommended KPIs and timelines.</p>

The timetable for this process is as follows:	
Invitations to tender issued	7 October
Tender responses to be received by (Deadline)	22 October
Presentation invite	27 October

Presentation - overview of proposal and Q&A	WC 3 November
Evaluation period	3 November–21 November
Decision announced by	24 November
Contract start date	1 January

3. Specification or Scope of Works

Specification or scope of works sufficient for a supplier to provide a quotation
<p>Approach 1:</p> <p>The service provider will be responsible for:</p> <p>Delivering results driven marketing campaigns with a core focus on lead generation through PPC, paid media and SEO. The goal is to generate high-quality enquiries and deliver measurable ROI across priority sectors.</p> <p>Lead generation via PPC and paid media</p> <p>Develop and execute quarterly targeted PPC campaigns to attract and convert qualified leads across key sectors, including:</p> <ul style="list-style-type: none"> - Law firms - Financial services - Consultants - Healthcare - Education - Pharmaceuticals - Sustainability - Real estate - Event planners and agencies <p>Channels and tactics will include:</p> <ul style="list-style-type: none"> - Google ads (search, display, remarketing) - LinkedIn ads - Paid social campaigns - Landing page creation and optimisation for conversion - A/B testing of ad creatives and messaging <p>Website and conversion optimisation</p> <ul style="list-style-type: none"> - Refresh and optimise the website to support campaign traffic and improve conversion rates - Implement SEO best practices to support paid efforts and organic visibility <p>Analytics, tracking and reporting</p> <ul style="list-style-type: none"> - Set up and manage tracking tools (Google Analytics, Tag Manager, LinkedIn Insights, etc.) - provide regular performance reports with insights on:

- Cost per lead (CPL)
- Conversion rates
- ROI by channel
- Sector-specific performance

We are looking for a provider who can demonstrate:

- Proven success in PPC-led lead generation, with clear examples of increasing traffic, enquiries, and conversions
- Proven success in SEO-led lead generation, with clear examples of increasing traffic, enquiries, and conversions
- Expertise in Google Ads, LinkedIn Ads, and other paid platforms
- Strong understanding of campaign optimisation and performance tracking
- Experience in developing high-converting landing pages and funnels
- Ability to deliver campaigns on time and within budget
- Strategic insight to help us expand into new sectors and diversify our client base
- Ability to create high-quality, engaging content.

Approach 2:

Delivering a full range of digital marketing services to develop and implement activities and campaigns designed to drive measurable results, with a strong focus on lead generation, ROI and brand visibility.

Website optimisation

- Enhance website to improve conversion and user experience
- SEO management
- Ongoing optimisation

Improving visibility and brand awareness

- Improved search engine rankings through organic and paid strategies
- Social media growth and engagement (LinkedIn and Instagram)
- Developing engaging content and creative to support campaigns

Lead generation

- Design and deliver quarterly targeted campaigns aimed at generating qualified leads across both existing and new sectors: law firms, financial services, consultants, healthcare, education, pharmaceuticals, sustainability, real estate, Event planners and agencies), tactics may include:
 - Paid ads
 - PPC
 - Google ads
 - LinkedIn campaigns
 - Sector-specific lead magnets and landing pages

Supporting conversion

- Design and implement nurture email campaigns to move leads through the funnel
- Deliver quarterly email campaigns to engage and convert the existing database

Analytics and tracking

- Set up and manage tracking tools to monitor campaign performance
- Provide regular reporting with actionable insights and recommendations

We are looking for a provider who can demonstrate:

- Proven experience in delivering measurable growth in leads, sales and website traffic through SEO, PPC, Google ads, Paid ads, content marketing, email marketing and social media advertising.
- A strong track record in enhancing visibility and brand awareness
- Knowledge of the current trends and themes in the local, national, and international meetings and events sectors
- Ability to deliver high quality work on time and within budget
- Expertise in campaign implementation and management
- The ability to help us diversify our client base and reach new sectors and clients
- Ability to create high-quality, engaging content.

References

Please provide at least 2 references we can get in touch with via phone/email

Case studies

- Please provide case studies that include before-and-after metrics (e.g. enquiry volumes, cost per lead, conversion rates and ROI) and not just descriptions of activity.
- Please provide anonymised versions of at least one live performance report or dashboard used for a venue or similar client.

Budget

As a charity we are seeking value for money. As a general guide, we anticipate that proposals will be in the region of £40,000 - £50,000 per annum (inclusive of ad spend and design for digital campaigns).

Please provide a detailed breakdown of all costs including:

- Fixed monthly retainer
 - o Outline services and deliverables within the retainer eg campaign strategy, PPC management, SEO management, reporting, account management
- Paid media budget and details of how this budget would be managed and optimised
- Additional/optional services such as creative production
- Total costs for a 12-month period

4. Outputs and Performance Requirements

The key outputs & performance requirements are:	
Outputs	<ul style="list-style-type: none">- Fully executed quarterly lead generation campaigns- SEO improvements and optimisation- Monthly performance reports on lead volume, cost per lead, conversion rates, ROI and recommendations for optimisation- A key contact / account manager who can work efficiently and effectively with the 15H team and the Marketing and Communications team- Bi-weekly meetings to review and update on activity- Clear action plan with timelines and responsibilities
Performance requirements	<ul style="list-style-type: none">- Achieve a minimum 30% increase in leads- Demonstrate ongoing improvement in landing page and campaign conversion rates- Deliver campaigns and reports on schedule (monthly/quarterly as agreed)- Provide timely communication and proactive recommendations- Ensure all creative, copy, and technical outputs meet brand and accessibility standards

5. Structure of Proposals

Name of the company making the bid & company number	
Registered Address	
Outline how you would structure the first 6 months including tactics, KPIs and timelines	
Details of ability to meet the requirements of the tender including examples of previous work/ campaigns/ projects Please specify which tools and reporting	

systems you will use and provide sample anonymised reports. Describe how you will calculate ROI and cost per lead.	
Details of skills and experience of those working on the project	
Pricing and terms of payment	
Details of any other value for money options appropriate to this tender	
Describe how your organisation supports environmental and sustainable practices	
Clarify the ownership of all intellectual property, as well as your responsibilities and approach to GDPR compliance.	
Other information relevant to tender proposal	

5. Evaluation Criteria

The proposals will be evaluated by an evaluation panel made up of key stakeholders in CIEH.		
Evaluation Criteria	Description	% Weighting

1. Cost and value for money	Competitiveness, clarity and transparency.	20%
2. Strategic approach	Quality and relevance of proposed approach, approach to lead generation, clear understanding of requirements.	25%
3. Relevant experience and expertise	Demonstrated success in campaign management, ROI, lead growth, PPC, SEO. Including relevant case studies and sector experience.	15%
4. Team and capacity	Skills, expertise, capacity and culture fit.	15%
5. Performance measurement	Approach to tracking, reporting and optimising performance.	10%
6. Innovative solutions and added value	Creative ideas, strategic insights, content creation, additional services to enhance approach.	10%
7. Environmental and sustainable practices	Commitment to minimising their carbon footprint.	5%

6. Executive Summary

Each Tenderer must also provide an executive summary of its Tender which includes the following:

- Overview of the agency
- Proposed approach

7. Submitting a Proposal

The deadline for receipt of submissions is 22 October 2025. It is the responsibility of the bidder to ensure that the proposal has arrived by the deadline stated.

Any Tender received after the Deadline shall not be opened or considered. CIEH may, however, in its own absolute discretion extend the Deadline, and in these circumstances CIEH will notify all Tenderers of any such change.

The Tender must be clear, concise and complete. CIEH reserves the right to mark a Tenderer down or exclude it from the procurement if its Tender contains any ambiguities or lacks clarity. Tenderers should submit only information that is necessary to respond effectively to this ITT.

Tenders will be evaluated on the basis of information submitted by the Deadline. CIEH will only accept an electronic copy of the proposal. This should be received in PDF format by the

deadline. Electronic Tender proposals should be emailed to a.patel@cieh.org quoting the tender reference in the subject.

An acknowledgement of receipt of your bid will be sent to you. If you do not receive such an email it is the bidder's responsibility to contact CIEH to ensure that the bid has been received.

8. Award of contract

It is anticipated that bidders will be notified of the outcome of this tender exercise during the week beginning 17 November 2025.

The successful bidder should commence work from 1 January.

9. Further information

For enquiries regarding this work or the tender process, please contact a.patel@cieh.org

Disclaimers and legal issues

This ITT and any of the information presented in it does not constitute an offer or invitation on the part of CIEH to enter into the Contract or any other contractual arrangements relating to the services described in this ITT (Services).

The information in this ITT, which does not purport to be comprehensive, has been provided by CIEH and has not been independently verified. While this ITT has been prepared in good faith, no representation, warranty, assurance or undertaking (express or implied) is or will be made, and no responsibility or liability is or will be accepted by CIEH or by its officers, employees or agents in relation to the adequacy, accuracy, completeness or reasonableness of this ITT, or of any other information (whether written or oral), notice or document supplied or otherwise made available to the Tenderers or their advisers in connection with the Services and the Contract.

All and any such responsibility and liability is expressly disclaimed. The recipient acknowledges and agrees that no person has, nor is held out as having, any authority to give any statement, warranty, representation, assurance or undertaking on behalf of CIEH in connection with the Contract.

No information set out or referred to in this ITT shall form the basis of any contract. Any prospective Service Provider shall be required to enter into the Contract, acknowledging that it has not relied on to enter into such an agreement by, any representation, warranty, assurance or undertaking save as expressly set out in that agreement.

This ITT does not exclude any liability for, or remedy in respect of, fraudulent misrepresentation.

This ITT should not be regarded as an investment recommendation made by CIEH or its appointed advisors. All suppliers are recommended to seek their own financial and legal advice.

CIEH will not in any circumstances be liable for any Tender costs, expenditure, work or effort incurred by a Tenderer in carrying out enquiries in relation to, proceeding with, or

participating in, this procurement, including if the procurement process is terminated or amended by CIEH.

All intellectual property rights in this ITT and all materials provided by CIEH or its professional advisors in connection with this ITT are and shall remain the property of CIEH and/or its professional advisors.

The Tenderer and CIEH shall, at their own expense, ensure that they comply with the requirements of all legislation and regulatory requirements in force from time to time in relation to the use of personal data that is disclosed in, or pursuant to this ITT. "Personal data" is as defined in the General Data Protection Regulation ((EU) 2016/679) (GDPR) and the privacy of electronic communications, including (i) the Data Protection Act 2018 and any successor UK legislation, as well as (ii) the GDPR and any other directly applicable European Union regulation relating to data protection and privacy (for so long as and to the extent that the law of the European Union has legal effect in the UK.

CIEH reserves the right to:

- verify information that applicants provide in the Tender and disqualify an application if an error, omission, or mistake is discovered. This applies, no matter what stage has been reached in the tender process
- waive or change the requirements of this ITT from time to time without prior (or any) notice being given by CIEH
- seek clarification or documents in respect of a Tenderer's submission
- disqualify any Tenderer that does not submit a compliant Tender in accordance with the instructions in this ITT
- disqualify any Tenderer or terminate any Contract where there is serious misrepresentation in relation to its Tender, expression of interest or the tender process
- exclude any Tenderers from the tender process who have been found to be in breach of intellectual property rights and data protection obligations and may pursue any remedy or take any other action for breach as it considers appropriate
- withdraw this ITT at any time, or to re-invite Tenders on the same or any alternative basis
- choose not to award any Contract as a result of the current procurement process,
- make whatever changes it sees fit to the Timetable, structure or content of the procurement process, depending on approvals processes or for any other reason
- Any action CIEH may take (including but not limited to the above) shall be done without incurring any liability to the affected Tenderers