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Contract

## **Marketing and Design Framework**

SOLIHULL METROPOLITAN BOROUGH COUNCIL

F20: Modification notice

Notice identifier: 2023/S 000-000465

Procurement identifier (OCID): ocds-h6vhtk-0395bc

Published 6 January 2023, 7:54pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

SOLIHULL METROPOLITAN BOROUGH COUNCIL

Council House, Manor Square

SOLIHULL

B91 3QB

#### **Contact**

Daniel Rouse

#### **Email**

[daniel.rouse@solihull.gov.uk](mailto:daniel.rouse@solihull.gov.uk)

#### **Telephone**

+44 1217046063

#### **Country**

United Kingdom

**Region code**

UKG32 - Solihull

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.solihull.gov.uk/>

Buyer's address

<https://in-tendhost.co.uk/csw-jets.aspx/Home>

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Marketing and Design Framework

Reference number

SOL - 6525

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.2) Description**

**II.2.1) Title**

Marketing Design

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79800000 - Printing and related services
- 92100000 - Motion picture and video services

### **II.2.3) Place of performance**

NUTS codes

- UKG32 - Solihull

### **II.2.4) Description of the procurement at the time of conclusion of the contract:**

Artwork design, print and production of promotional and information materials as a full creative service from concepts and visuals to finished campaigns and evaluation.

### **II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months

48

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## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2019/S 024-053235](#)

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## **Section V. Award of contract/concession**

### **Contract No**

SOL - 6525

### **Title**

Marketing and Design Framework

## **V.2) Award of contract/concession**

### **V.2.1) Date of conclusion of the contract/concession award decision:**

30 January 2019

### **V.2.2) Information about tenders**

The contract/concession has been awarded to a group of economic operators: Yes

### **V.2.3) Name and address of the contractor/concessionaire**

Core Marketing and Events Ltd

Tamworth

B78 2AT

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

Companies House

04406606

The contractor/concessionaire is an SME

Yes

### **V.2.3) Name and address of the contractor/concessionaire**

Icon Creative Design

Newport

NP108LJ

Country

United Kingdom

NUTS code

- UKL21 - Monmouthshire and Newport

Companies House

03949145

The contractor/concessionaire is an SME

Yes

**V.2.3) Name and address of the contractor/concessionaire**

Room for Design

Northallerton

DL6 1NA

Country

United Kingdom

NUTS code

- UKE22 - North Yorkshire CC

Companies House

08924430

The contractor/concessionaire is an SME

Yes

**V.2.3) Name and address of the contractor/concessionaire**

Acer Marketing Communications Ltd

Telford

TF1 6NH

Country

United Kingdom

NUTS code

- UKG22 - Shropshire CC

Companies House

03727951

The contractor/concessionaire is an SME

Yes

**V.2.3) Name and address of the contractor/concessionaire**

HTF Media Ltd

Birmingham

B5 5SL

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

Companies House

08353002

The contractor/concessionaire is an SME

Yes

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £300,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Crown Commercial Services

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Review procedures are as set out in the Public Contracts Regulations 2015. Proceedings under the Public Contracts Regulations 2015 are time limited and any such proceedings must be brought in the High Court of England and Wales.

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## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79340000 - Advertising and marketing services

#### **VII.1.2) Additional CPV code(s)**

- 79800000 - Printing and related services
- 92100000 - Motion picture and video services

#### **VII.1.3) Place of performance**

NUTS code

- UKG32 - Solihull

#### **VII.1.4) Description of the procurement:**

Artwork design, print and production of promotional and information materials as a full creative service from concepts and visuals to finished campaigns and evaluation.

**VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months

60

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Due to resource pressures faced by the Authority it is necessary to extend this contract for a further 12 months to 60 months in total.

**VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£300,000

**VII.1.7) Name and address of the contractor/concessionaire**

Core Marketing and Events Ltd

Tamworth

B78 2AT

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

Companies House

04406606

The contractor/concessionaire is an SME

Yes

**VII.1.7) Name and address of the contractor/concessionaire**

Icon Creative Design

Newport

NP10 8LJ

Country

United Kingdom

NUTS code

- UKL21 - Monmouthshire and Newport

Companies House

03949145

The contractor/concessionaire is an SME

Yes

**VII.1.7) Name and address of the contractor/concessionaire**

Room for Design

Northallerton

DL6 1NA

Country

United Kingdom

NUTS code

- UKE22 - North Yorkshire CC

Companies House

08924430

The contractor/concessionaire is an SME

Yes

**VII.1.7) Name and address of the contractor/concessionaire**

Acer Marketing Communications Ltd

Telford

TF1 6NH

Country

United Kingdom

NUTS code

- UKG22 - Shropshire CC

Companies House

03727951

The contractor/concessionaire is an SME

Yes

**VII.1.7) Name and address of the contractor/concessionaire**

HTF Media Ltd

Birmingham

B5 5SL

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

Companies House

08353002

The contractor/concessionaire is an SME

Yes

## **VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Due to resource pressures faced by the Authority it is necessary to extend this contract for a further 12 months.

The Authority intends to conduct a thorough competitive tender during the period of this contract extension in order to prepare and present an opportunity that will be of interest to establish a new framework agreement.

### **VII.2.2) Reasons for modification**

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

The need for this modification has been brought about by circumstances which a diligent contracting authority could not have foreseen. The Authority could not have reasonably foreseen the turnover of resources that have led to resource pressures.

The proposed modification does not alter the overall nature of the contract and we can confirm that the specification, pricing and terms and conditions of the original agreement will not materially change.

The increase in duration would not cause the overall price to exceed 50% of the value of the original contract. The realised value of the framework to date is lower than advertised, and the cumulative value including the modification will not result in the advertised value being met or exceeded.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £300,000

Total contract value after the modifications

Value excluding VAT: £300,000

