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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): ocids-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

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>

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

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

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

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

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.

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

