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Tender

## **CBC-1318-T-LS Digital Advertising Agency**

Central Bedfordshire Council

F02: Contract notice

Notice identifier: 2022/S 000-001406

Procurement identifier (OCID): ocds-h6vhtk-030c17

Published 18 January 2022, 9:33am

### **Section I: Contracting authority**

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

Central Bedfordshire Council

Priory House

Chicksands

SG17 5TQ

#### **Contact**

+44 3003005997

#### **Email**

[procurement@centralbedfordshire.gov.uk](mailto:procurement@centralbedfordshire.gov.uk)

#### **Telephone**

+44 3003008000

#### **Country**

United Kingdom

**NUTS code**

UKH25 - Central Bedfordshire

**Internet address(es)**

Main address

<http://in-tendhost.co.uk/centralbedfordshire>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/centralbedfordshire>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

#### **II.1.1) Title**

CBC-1318-T-LS Digital Advertising Agency

Reference number

CBC-1318-T-LS

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

You are invited to tender for the role of digital advertising agency, to support Central Bedfordshire in the creation, placement/implementation, optimisation and reporting of digital and new media advertising campaigns.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

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

- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKH25 - Central Bedfordshire

#### **II.2.4) Description of the procurement**

You are invited to tender for the role of digital advertising agency, to support Central Bedfordshire in the creation, placement/implementation, optimisation and reporting of digital and new media advertising campaigns.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

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

Start date

11 April 2022

End date

10 April 2025

This contract is subject to renewal

Yes

Description of renewals

Option to extend for up to a further two years.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

11 April 2022

Local time

9:00am

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

11 April 2022

Local time

9:00am

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

Central Bedfordshire Council

Chicksands

Country

United Kingdom