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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

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

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

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

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