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Contract

# Specialist Design Services Framework 2024 - 2028

Bath and North East Somerset Council

F03: Contract award notice

Notice identifier: 2024/S 000-005231

Procurement identifier (OCID): ocds-h6vhtk-040af4

Published 16 February 2024, 2:10pm

# **Section I: Contracting authority**

# I.1) Name and addresses

Bath and North East Somerset Council

Guildhall, High Street

Bath

**BA1 5AW** 

#### Contact

Ms Charlotte Somers

#### **Email**

charlotte somers@bathnes.gov.uk

## **Telephone**

+44 1225477525

### Country

**United Kingdom** 

# Region code

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

# Internet address(es)

Main address

http://www.bathnes.gov.uk

Buyer's address

http://www.bathnes.gov.uk

# 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

Specialist Design Services Framework 2024 - 2028

Reference number

DN693952

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

### II.1.3) Type of contract

Services

#### II.1.4) Short description

This framework is specifically for specialist design work, skills and expertise for larger projects and campaigns that elevates the council's aims, including promoting council objectives and realising future ambitions. It includes complex brand and design services across a range of multimedia, requiring leadership and consultative input, creative concept and brand identity development, plus additional services such as copywriting, out of home design, microsite development, digital animation, art direction, video edits and photography.

#### II.1.6) Information about lots

This contract is divided into lots: No

# II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £350,000

# II.2) Description

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

- 79341400 Advertising campaign services
- 79822500 Graphic design services

#### II.2.3) Place of performance

**NUTS** codes

• UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

### II.2.4) Description of the procurement

This framework is specifically for specialist design work, skills and expertise for larger projects and campaigns that elevates the council's aims, including promoting council objectives and realising future ambitions. It includes complex brand and design services across a range of multimedia, requiring leadership and consultative input, creative concept and brand identity development, plus additional services such as copywriting, out of home design, microsite development, digital animation, art direction, video edits and photography.

#### II.2.5) Award criteria

Quality criterion - Name: Response to creative brief / Weighting: 80

Quality criterion - Name: Capacity & Account Management / Weighting: 20

Price - Weighting: 40

#### 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

Restricted procedure

## IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

## 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.2.1) Previous publication concerning this procedure

Notice number: 2023/S 000-029930

# IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

# Section V. Award of contract

## **Title**

Specialist Design Services Framework 2024 - 2028

A contract/lot is awarded: Yes

# V.2) Award of contract

# V.2.1) Date of conclusion of the contract

6 February 2024

#### V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

## V.2.3) Name and address of the contractor

Agenda Design Associates

Wandsworth

Country

**United Kingdom** 

**NUTS** code

• UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

The contractor is an SME

Yes

# V.2.3) Name and address of the contractor **Bristol City Council** Bristol Country **United Kingdom NUTS** code • UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire The contractor is an SME Yes V.2.3) Name and address of the contractor Drive Creative Studio Ltd Exeter Country **United Kingdom NUTS** code • UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire The contractor is an SME Yes V.2.3) Name and address of the contractor Steers McGillan Eves Design Ltd Bath

Country

**United Kingdom** 

#### **NUTS** code

• UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

The contractor is an SME

Yes

#### V.2.3) Name and address of the contractor

Whistlejacket London Limited

London

Country

**United Kingdom** 

**NUTS** code

• UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

The contractor is an SME

Yes

# V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £350,000

# **Section VI. Complementary information**

# VI.4) Procedures for review

## VI.4.1) Review body

Bath and North East Somerset Council

Bath

Country

**United Kingdom**