

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/005231-2024>

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](mailto: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