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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