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Tender

## **Leisure Marketing Services, Support, Website hosting & Printing**

Blackpool Council

F02: Contract notice

Notice identifier: 2025/S 000-005894

Procurement identifier (OCID): ocds-h6vhtk-04e421

Published 19 February 2025, 2:58pm

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

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

Blackpool Council

PO Box 4

Blackpool

FY1 1NA

#### **Contact**

Mrs Sarah Gordon

#### **Email**

[sarah.gordon@blackpool.gov.uk](mailto:sarah.gordon@blackpool.gov.uk)

#### **Telephone**

+44 1253478373

**Country**

United Kingdom

**Region code**

UKD42 - Blackpool

**Internet address(es)**

Main address

<http://www.blackpool.gov.uk/>

Buyer's address

<http://www.blackpool.gov.uk/>

**I.3) Communication**

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

<https://procontract.due-north.com/Advert/Index?advertId=e10f4a26-b4ee-ef11-8134-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=e10f4a26-b4ee-ef11-8134-005056b64545>

**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**

Leisure Marketing Services, Support, Website hosting & Printing

Reference number

DN763643

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

Active Blackpool are seeking to appoint an external branding and marketing company to work with the service to deliver marketing activities to ensure the successful marketing of their full portfolio of services, supporting their key priorities. The aim is to promote the work of Active Blackpool by engaging a range of audiences and contributing to its community engagement and commercial aspirations.

The successful bidder will be required to develop a full understanding of the service and its links with wider council departments and work with Active Blackpool's Leisure Management team to agree key focuses and create an annual marketing plan suitable to Active Blackpool's objectives, and suitable to their annual marketing budget. Separate and in addition to the Agency services fee, the service has a budget of £25k per year for Marketing spend including advertising and printing.

#### **II.1.5) Estimated total value**

Value excluding VAT: £350,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 22000000 - Printed matter and related products
- 79340000 - Advertising and marketing services

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

NUTS codes

- UKD42 - Blackpool

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

Active Blackpool are seeking to appoint an external branding and marketing company to work with the service to deliver marketing activities to ensure the successful marketing of their full portfolio of services, supporting their key priorities. The aim is to promote the work of Active Blackpool by engaging a range of audiences and contributing to its community engagement and commercial aspirations.

The successful bidder will be required to develop a full understanding of the service and its links with wider council departments and work with Active Blackpool's Leisure Management team to agree key focuses and create an annual marketing plan suitable to Active Blackpool's objectives, and suitable to their annual marketing budget. Separate and in addition to the Agency services fee, the service has a budget of £25k per year for Marketing spend including advertising and printing.

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

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Social Value / Weighting: 20

Price - Weighting: 30

### **II.2.6) Estimated value**

Value excluding VAT: £350,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The initial contract period is for 24 months. There is the option to extend by 2 further periods of 12 months

### **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

24 March 2025

Local time

12:00pm

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

English

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

Date

24 March 2025

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

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

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

High Court of Justice England & Wales

London

Country

United Kingdom