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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): ocids-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

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

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

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

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