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Tender

## **Provision of Marketing Services Framework for Enterprising Barnsley and DMC**

Barnsley Metropolitan Borough Council

F02: Contract notice

Notice identifier: 2025/S 000-006235

Procurement identifier (OCID): ocds-h6vhtk-04e508

Published 20 February 2025, 2:01pm

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

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

Barnsley Metropolitan Borough Council

Town Hall

Barnsley, South Yorkshire

S70 2TA

#### **Contact**

Beth Taylor

#### **Email**

[BethTaylor@barnsley.gov.uk](mailto:BethTaylor@barnsley.gov.uk)

#### **Telephone**

+44 1226770770

**Country**

United Kingdom

**Region code**

UKE31 - Barnsley, Doncaster and Rotherham

**National registration number**

N/A

**Internet address(es)**

Main address

<https://www.barnsley.gov.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103835>

**I.3) Communication**

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

[https://uk.eu-supply.com/app/rfq/rwlentrance\\_s.asp?PID=90759&B=UK](https://uk.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=90759&B=UK)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[https://uk.eu-supply.com/app/rfq/rwlentrance\\_s.asp?PID=90759&B=UK](https://uk.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=90759&B=UK)

Tenders or requests to participate must be submitted to the above-mentioned address

**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**

Provision of Marketing Services Framework for Enterprising Barnsley and DMC

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

- 79340000 - Advertising and marketing services

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

Services

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

Barnsley Metropolitan Borough Council (the Council) is looking to establish a framework of Providers of marketing services to undertake activities that deliver the activities required by Enterprising Barnsley and the DMC.

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

Lot 1: Video, Photography, and Animation

Lot No

1

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111210 - Advertising film production

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Video, Photography, and Animation

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Lot 2: General PR

Lot No

2

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79961000 - Photographic services

- 92100000 - Motion picture and video services
- 92111210 - Advertising film production

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

General PR

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Lot 3: Digital and Tech PR

Lot No

3

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111210 - Advertising film production

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Digital and Tech PR

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Lot 4: Podcast Production

Lot No

4

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services



- 79341200 - Advertising management services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111210 - Advertising film production

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Podcast Production

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Lot 5: Social Media Marketing

Lot No

5

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111210 - Advertising film production

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Social Media Marketing

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

### **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

## **II.2) Description**

### **II.2.1) Title**

Lot 6: Graphic Design

Lot No

6

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111210 - Advertising film production

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Graphic Design

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

## **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

## **II.2) Description**

### **II.2.1) Title**

Lot 7: Content Creation

Lot No

7

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79342000 - Marketing services

- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services
- 92111210 - Advertising film production

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Content Creation

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

No

### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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

21 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

21 March 2025

Local time

12:00pm



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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

The High Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

High Court of Justice

The Royal Courts of Justice, The Strand,

London

WC2A 2LL

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

The High Court of Justice

The Royal Courts of Justice, The Strand,

London

WC2A 2LL

Country

United Kingdom