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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

### **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/rfg/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

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

## **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

- 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

- 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

- 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** 

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

- 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

# 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

### 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

# **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**