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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/rfq/rwlenrance_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/rwlenrance_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

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

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

