

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/006272-2024>

Contract

## **CP2343-23 Waste Marketing Service**

Devon County Council

F03: Contract award notice

Notice identifier: 2024/S 000-006272

Procurement identifier (OCID): ocds-h6vhtk-03fc9e

Published 27 February 2024, 2:19pm

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

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

Devon County Council

County Hall, Topsham Road

Exeter

EX2 4QD

#### **Contact**

Mr Jamie Heavens

#### **Email**

[jamie.heavens@devon.gov.uk](mailto:jamie.heavens@devon.gov.uk)

#### **Telephone**

+44 1392381548

#### **Country**

United Kingdom

**Region code**

UKK43 - Devon CC

**Internet address(es)**

Main address

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

Buyer's address

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

**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**

CP2343-23 Waste Marketing Service

Reference number

DN672668

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

- 90500000 - Refuse and waste related services

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

Services

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

Recycle Devon is a county-wide, waste communications and marketing campaign which represents a partnership of 10 authorities across Devon. The campaign commenced in October 2002 under the umbrella brand of 'Don't let Devon go to waste' and has contributed to Devon achieving a 55% Recycling rate and significant reductions in the amount of waste sent for disposal.

The awareness raising and education measures of "Recycle Devon" contribute to the County Council's and partner Councils' strategic aims to reduce waste, improve Reuse and Recycling and reduce the impact on climate change.

The aims of the campaign are to:

- influence personal behaviour leading to more sustainable practice
- minimise waste volumes
- increase Reuse, Repair, Upcycling, Recycling and Composting

The services specifically delivered by this contract are the following, additional details can be found within the specification as provided with the procurement documents.

- Annual Web Hosting

- Monthly Search Engine Optimisation
- A series of Ad Hoc Marketing Campaigns
- Annual Market Research

The period of this contract is from 1st April 2024 until 31st March 2027

The Contract may be extended by a period or periods totalling a maximum further period of 24 months.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £100,000 / Highest offer: £750,000 taken into consideration

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

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKK43 - Devon CC

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

Recycle Devon is a county-wide, waste communications and marketing campaign which represents a partnership of 10 authorities across Devon. The campaign commenced in October 2002 under the umbrella brand of 'Don't let Devon go to waste' and has contributed to Devon achieving a 55% Recycling rate and significant reductions in the amount of waste sent for disposal.

The awareness raising and education measures of "Recycle Devon" contribute to the County Council's and partner Councils' strategic aims to reduce waste, improve Reuse and Recycling and reduce the impact on climate change.

The aims of the campaign are to:

- influence personal behaviour leading to more sustainable practice

- minimise waste volumes
- increase Reuse, Repair, Upcycling, Recycling and Composting

The services specifically delivered by this contract are the following, additional details can be found within the specification as provided with the procurement documents.

- Annual Web Hosting
- Monthly Search Engine Optimisation
- A series of Ad Hoc Marketing Campaigns
- Annual Market Research

The period of this contract is from 1st April 2024 until 31st March 2027

The Contract may be extended by a period or periods totalling a maximum further period of 24 months.

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

Quality criterion - Name: Quality / Weighting: 70%

Price - Weighting: 30%

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-027175](#)

## **Section V. Award of contract**

### **Contract No**

CP2343-23

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

4 February 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 6

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

RH Advertising

Exeter

Country

United Kingdom

NUTS code

- UKK43 - Devon CC

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £100,000 / Highest offer: £750,000 taken into consideration

---

## **Section VI. Complementary information**

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

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

Royal Courts of Justice

London

WC2A 2LL

Country

United Kingdom