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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

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

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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