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Contract

AWARDED - PR representation/activity on behalf of AHDB for the French market

AHDB

F03: Contract award notice

Notice identifier: 2021/S 000-007046

Procurement identifier (OCID): ocds-h6vhtk-02a2f7

Published 6 April 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

www.ahdb.org.uk

Buyer's address

<https://defra.bravosolution.co.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture and Horticulture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

AWARDED - PR representation/activity on behalf of AHDB for the French market

Reference number

2020-446

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB are looking for a PR agency to deliver Press and PR services, such as organising events to increase visibility of QSM in France in both retail and foodservice sectors.

This will be for the contract period of 1 year with the option to extend for a further 3 periods of 12 months each, if required. AHDB France works to develop awareness of Assurance and Quality schemes such as the Quality Standard Mark (QSM) for beef and lamb, Red Tractor and the Protected Geographical Indication (PGI) West Country (beef and lamb).

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: 960,000 EUR

II.2) Description

II.2.3) Place of performance

NUTS codes

- FR - FRANCE

Main site or place of performance

France

II.2.4) Description of the procurement

AHDB are looking for a PR agency to deliver Press and PR services, such as organising events to increase visibility of QSM in France in both retail and foodservice sectors.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 85

Cost criterion - Name: Price / Weighting: 15

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: [2020/S 247-615622](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

2020-446

Title

Provision of QSM PR activity in France

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 March 2021

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Vivactis Public Relations

114 Avenue Charles de Gaulle, Neuilly-sur-Seine, Paris, 92200, France

Neuilly-sur-Seine

92200

Country

France

NUTS code

- FR - FRANCE

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: 960,000 EUR

Total value of the contract/lot: 960,000 EUR

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Stoneleigh Park

Kenilworth, Warwickshire

CV8 2TL

Email

procurement@ahdb.org.uk

Country

United Kingdom

Internet address

www.ahdb.org.uk

VI.4.2) Body responsible for mediation procedures

Defra

Nobel House, 17 Smith Square

Westminster, London

SW1P 3JR

Country

United Kingdom