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Tender

AHDB France requirements for graphic design and communications (Website creation/Digital actions/Content creation/Print)

AHDB

F02: Contract notice

Notice identifier: 2021/S 000-007050

Procurement identifier (OCID): ocds-h6vhtk-02a2fb

Published 6 April 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

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

AHDB France requirements for graphic design and communications (Website creation/Digital actions/Content creation/Print)

Reference number

2020-472

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB France is the French office of AHDB located in Fontainebleau, France. The winning agency must speak fluent French as 95% of the documents produced will be French, with 5% English, and therefore preferable that the supplier is based in France. The scope of work includes website design, wording and creative skills, as well as digital actions aimed at increasing the visibility and awareness of the UK Beef and Lamb in France. Pricing must be quoted in Euros

II.1.5) Estimated total value

Value excluding VAT: 270,000 EUR

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72413000 - World wide web (www) site design services

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 France wishes to select a digital agency which specializes in the food sector. This agency must be able to meet the needs of AHDB in terms of 4 main areas, as listed below:

1 - Website design /update (graphic design) + SEO

2 - Digital Content creation (articles, recipes videos)

3 - Digital promotion and communication activities in general, aimed at the general public and professionals through social media (FB/INSTA/PIN), traffic levers...

4 - Print Production: presenters, cutting guides, posters, labels, recipe booklets, invitations, marketing documents, adverts in trade magazines, logos...

95% of this contract will be French, and therefore the agency must be fluent in written and verbal.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: 270,000 EUR

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

28 June 2021

End date

27 June 2024

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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As mentioned within the specification

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

14 May 2021

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

French

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

14 May 2021

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

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

AHDB

Stoneleigh Park

Kenilworth, Warwickshire

CV8 2TL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Defra

Noble House, 17 Smith Street

Westminster, London

SW1P 3JR

Country

United Kingdom