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Tender

## **Provision of Public Relations, Engagement and Communications services for the Harlow and Gilston Garden Town**

Epping Forest District Council

F02: Contract notice

Notice identifier: 2022/S 000-007634

Procurement identifier (OCID): ocds-h6vhtk-03246c

Published 21 March 2022, 6:15pm

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

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

Epping Forest District Council

Civi Offices, High Street

Braintree

CM7 9HB

#### **Contact**

Katrine Sallows

#### **Email**

[katrine.sallows@braintree.gov.uk](mailto:katrine.sallows@braintree.gov.uk)

#### **Telephone**

+44 1376551414

**Country**

United Kingdom

**NUTS code**

UKH3 - Essex

**Internet address(es)**

Main address

<https://www.eppingforestdc.gov.uk>

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-Braintree:-Public-relations-services./36T2K3B94T>

Additional information can be obtained from the above-mentioned address

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Public Relations, Engagement and Communications services for the Harlow and Gilston Garden Town

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

- 79416000 - Public relations services

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

Services

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

Epping Forest District Council is seeking to procure digital and traditional PR, Communications, Marketing and Engagement support services for the Harlow & Gilston Garden Town project, one of the most exciting regeneration opportunities for sustainable development of any place in the UK and the second largest growth initiative in the South-East region.

These services will not only provide media expertise but give political counsel and insight, and community engagement and co-design best practice to the HGGT project team, which includes a dedicated Comms and Engagement Officer.

The initial contract will be for a period of 24 months with the option to extend for up to a further 18 months through one or more extension.

#### **II.1.5) Estimated total value**

Value excluding VAT: £322,000

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

This contract is divided into lots: No

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

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

- 79342000 - Marketing services

- 79342200 - Promotional services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKH3 - Essex

Main site or place of performance

Essex

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

Epping Forest District Council is seeking to procure digital and traditional PR, Communications, Marketing and Engagement support services for the Harlow & Gilston Garden Town project, one of the most exciting regeneration opportunities for sustainable development of any place in the UK and the second largest growth initiative in the South-East region.

These services will not only provide media expertise but give political counsel and insight, and community engagement and co-design best practice to the HGGT project team, which includes a dedicated Comms and Engagement Officer.

### **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: £322,000

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

Duration in months

This contract is subject to renewal

Yes

Description of renewals

Either at end of initial period or extended period, subject to availability of funding

#### **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

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### **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 April 2022

Local time

12:00pm

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

English

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

Tender must be valid until: 14 July 2022

#### **IV.2.7) Conditions for opening of tenders**

Date

21 April 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Estimated timing for further notices to be published: Notices will be issued prior to expiry of the initial term of this agreement, or the extension

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Braintree:-Public-relations-services./36T2K3B94T>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/36T2K3B94T>

GO Reference: GO-2022321-PRO-19832959

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

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

Epping Forest District Council

Civi Offices, High Street

Epping

CM16 4BZ

Country

United Kingdom