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Contract

Further Competition under the ESPO Advertising Solutions Framework (3A-20) (Lot 3 Campaign Advertising & Related Services) for the Media Campaign Advertising & Related Services

Hull City Council

F03: Contract award notice

Notice identifier: 2024/S 000-007754

Procurement identifier (OCID): ocds-h6vhtk-044776

Published 11 March 2024, 5:03pm

Section I: Contracting authority

I.1) Name and addresses

Hull City Council

The Guildhall, Alfred Gelder Street

Hull

HU1 2AA

Contact

Nelson Bello

Email

nelson.bello@hullcc.gov.uk

Telephone

+44 1482615739

Country

United Kingdom

Region code

UKE11 - Kingston upon Hull, City of

National registration number

168524345

Internet address(es)

Main address

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

Buyer's address

<https://yortender.eu-supply.com/ctm/Company/CompanyInformation/Index/104102>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

Further Competition under the ESPO Advertising Solutions Framework (3A-20) (Lot 3

Campaign Advertising & Related Services) for the Media Campaign Advertising & Related Services

Reference number

78773

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Hull City Council (The Authority) is seeking tenders from interested organisations to provide advice around possibilities, quality checking and placement of advertising to help ensure planned advertising reaches targeted Hull City Council audiences. The tender is a restricted procedure consisting of a one stage process through the ESPO Advertising Solutions Framework (3A-20) (Lot 3 Campaign Advertising & Related Services). The contract is anticipated to commence the 10th November 2023 ending by 09th October 2024 with an option to extend for a period of 12 months. The Authority has estimated the value of the Services to be £124,500 per annum. The estimated value is given in good faith to assist tenderers in making their submissions, it should not be interpreted as an undertaking to purchase any goods, services or works to any particular value by the Authority and does not form part of the Contract. Further information is contained within the tender documentation.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £249,000

II.2) Description

II.2.1) Title

Further Competition under the ESPO Advertising Solutions Framework (3A-20) (Lot 3 Campaign Advertising & Related Services) for the Media Campaign Advertising & Related Services

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKE11 - Kingston upon Hull, City of

II.2.4) Description of the procurement

Hull City Council (The Authority) is seeking tenders from interested organisations to provide advice around possibilities, quality checking and placement of advertising to help ensure planned advertising reaches targeted Hull City Council audiences. The tender is a restricted procedure consisting of a one stage process through the ESPO Advertising Solutions Framework (3A-20) (Lot 3 Campaign Advertising & Related Services). The contract is anticipated to commence the 10th November 2023 ending by 09th October 2024 with an option to extend for a period of 12 months. The Authority has estimated the value of the Services to be £124,500 per annum. The estimated value is given in good faith to assist tenderers in making their submissions, it should not be interpreted as an undertaking to purchase any goods, services or works to any particular value by the Authority and does not form part of the Contract. Further information is contained within the tender documentation. Please ensure all tender submission documents are completed as detailed. Incomplete bids will be eliminated from further process.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60%

Cost criterion - Name: Price / Weighting: 40%

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

Restricted procedure

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

The procurement involves the establishment of a framework agreement

IV.1.6) Information about electronic auction

An electronic auction will be used

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 114-277951](#)

Section V. Award of contract

Contract No

1

Title

Further Competition under the ESPO Advertising Solutions Framework (3A-20) (Lot 3 Campaign Advertising & Related Services) for the Media Campaign Advertising & Related Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 March 2024

V.2.2) Information about tenders

Number of tenders received: 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

McConnells Ltd

49 Uttoxeter New Road

Derby

de223nl

Email

richardl@mccgp.co.uk

Country

United Kingdom

NUTS code

- UKF1 - Derbyshire and Nottinghamshire

National registration number

00596621

The contractor is an SME

No

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

Lowest offer: £1 / Highest offer: £249,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Hull City Council

The Guildhall Alfred Gelder Street

Kingston upon Hull

HU1 2AA

Email

paul.muzadi@hullcc.gov.uk

Telephone

+44 1482613652

Country

United Kingdom