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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](mailto: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

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## **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

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## **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](#)

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## **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@mccqp.co.uk](mailto:richardl@mccqp.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

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## **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](mailto:paul.muzadi@hullcc.gov.uk)

Telephone

+44 1482613652

Country

United Kingdom