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Tender

## **Provision of Marketing Support Services to Destination Staffordshire (Brand Maintenance and Development, Print and Digital Marketing including Media Planning and Media Buying)**

Staffordshire County Council

F02: Contract notice

Notice identifier: 2022/S 000-008718

Procurement identifier (OCID): ocds-h6vhtk-0328a9

Published 31 March 2022, 4:04pm

The closing date and time has been changed to:

**5 May 2022, 12:00pm**

See the [change notice](#).

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

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

Staffordshire County Council

1 Staffordshire Place

STAFFORD

ST162LP

**Contact**

Gillian Sperrink

**Email**

[gillian.sperrink@staffordshire.gov.uk](mailto:gillian.sperrink@staffordshire.gov.uk)

**Country**

United Kingdom

**NUTS code**

UKG - West Midlands (England)

**Internet address(es)**

Main address

<http://staffordshire.gov.uk/>

**I.3) Communication**

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

<https://supplierlive.proactisp2p.com/account/login>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierlive.proactisp2p.com/account/login>

**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 Marketing Support Services to Destination Staffordshire (Brand Maintenance and Development, Print and Digital Marketing including Media Planning and Media Buying)

Reference number

IA2470

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

- 79340000 - Advertising and marketing services

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

Services

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

Contract to appoint an economic operator to provide an agency for brand maintenance, development, print and digital marketing, media planning and media buying for Destination Staffordshire. For information about Destination Staffordshire, please visit

<http://www.enjoystaffordshire.com/trade/about-us/>

This is an electronic tender. ALL documents must be accessed via the Proactis e-tendering portal. The portal can be found at <https://www.proactisplaza.com/>

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

Value excluding VAT: £480,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKG - West Midlands (England)

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

Contract to appoint an economic operator to provide an agency for brand maintenance, development, print and digital marketing, media planning and media buying for Destination Staffordshire. For information about Destination Staffordshire, please visit <http://www.enjoystaffordshire.com/trade/about-us/>

This is an electronic tender. ALL documents must be accessed via the Proactis e-tendering portal. The portal can be found at <https://www.proactisplaza.com/>

#### **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: £480,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The initial term of the contract will be for 2 years from 1 August 2022 to 31 July 2024, with the option to extend by a further 2 x 12 months to 31 July 2025 and 31 July 2026 respectively.

#### **II.2.10) Information about variants**

Variants will be accepted: No

## **II.2.11) Information about options**

Options: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **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: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Originally published as:

Date

3 May 2022

Local time

12:00pm

Changed to:

Date

5 May 2022

Local time

12:00pm

See the [change notice](#).

**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: 1 February 2023

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

Date

3 May 2022

Local time

1:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

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

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

Staffordshire County Council

Stafford

Country

United Kingdom