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Tender

## **Stourton Park and Ride Marketing Launch**

West Yorkshire Combined Authority

F02: Contract notice

Notice identifier: 2021/S 000-010136

Procurement identifier (OCID): ocds-h6vhtk-02af09

Published 10 May 2021, 2:47pm

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

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

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

#### **Contact**

Frances Butterworth

#### **Email**

[frances.butterworth@westyorks-ca.gov.uk](mailto:frances.butterworth@westyorks-ca.gov.uk)

#### **Country**

United Kingdom

## **NUTS code**

UKE4 - West Yorkshire

## **Internet address(es)**

Main address

<https://www.westyorks-ca.gov.uk/>

Buyer's address

<https://in-tendhost.co.uk/westyorkshireca.aspx/Home>

## **I.3) Communication**

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

<https://in-tendhost.co.uk/westyorkshireca.aspx/Home>

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**

Stourton Park and Ride Marketing Launch

Reference number

PROJECT NO. CA1463

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

- 79340000 - Advertising and marketing services

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

Services

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

The West Yorkshire Combined Authority is looking to procure support from a marketing agency to successfully promote and launch the third and new Park And Ride service for Leeds City Park And Ride.

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

Value excluding VAT: £180,000

### **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

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

NUTS codes

- UKE4 - West Yorkshire

Main site or place of performance

West Yorkshire

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

The West Yorkshire Combined Authority is looking to procure support from a marketing agency to successfully promote and launch the third and new Park And Ride service for Leeds City Park And Ride.

### **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: £180,000

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

Duration in months

9

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

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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

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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: Yes

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

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

Date

9 June 2021

Local time

12:00pm

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

English

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

Date

9 June 2021

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

To register click the following link and then click the 'Register' button - <https://intendhost.co.uk/westyorkshireca.aspx/Home> . When quotes/tenders become available, hover over 'Tenders' then 'Current'. Scroll down to the project and click 'View Details' and then 'Express interest'. There will be a tab called 'Quotation/Invitation to tender' and from here you will be able to download the documents.

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

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

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC2a 2LL

Country

United Kingdom

### **VI.4.4) Service from which information about the review procedure may be obtained**

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Country

United Kingdom