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Contract

## **Neath Port Talbot Destination Marketing & Pride of Place Campaign**

Neath Port talbot Council

F03: Contract award notice

Notice identifier: 2023/S 000-011084

Procurement identifier (OCID): ocds-h6vhtk-03a27e

Published 18 April 2023, 12:51pm

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

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

Neath Port talbot Council

Civic Centre

Port Talbot

SA13 1PJ

#### **Contact**

Wayne Thomas

#### **Email**

[w.thomas3@npt.gov.uk](mailto:w.thomas3@npt.gov.uk)

#### **Telephone**

+44 1639763929

#### **Country**

United Kingdom

**NUTS code**

UKL17 - Bridgend and Neath Port Talbot

**Internet address(es)**

Main address

<http://www.npt.gov.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0274](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0274)

**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**

Neath Port Talbot Destination Marketing & Pride of Place Campaign

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

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

See description of procurement

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

This contract is divided into lots: No

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

Value excluding VAT: £250,000

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

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

- 79342000 - Marketing services
- 79342200 - Promotional services
- 79416000 - Public relations services

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

NUTS codes

- UKL17 - Bridgend and Neath Port Talbot

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

An award has been made by Neath Port Talbot Council to appoint a supplier to deliver the following campaign:

The Campaign:-

The aims for the Neath Port Talbot Destination Marketing and Pride of Place campaign is to raise the profile of Neath Port Talbot as an alternative year round visitor destination and change perceptions of Neath Port Talbot as a place to live, work and visit.

The campaign should be delivered in full and all campaign outputs met by 31st March 2025. Commencement date scheduled for May 2023.

There are two distinct elements to the campaign which are summarised below.

Destination marketing campaign:-

This element of the campaign will utilise the 'Dramatic Heart of Wales' destination brand to target overnight 'short stay' visitors to the area in order to encourage the growth of the visitor economy.

'Pride of Place' marketing campaign :-

This element of the campaign will utilise the wider place brand (in particular the Front and Centre brand) to change perceptions of Neath Port Talbot among local Neath Port Talbot residents and residents and investors within the South Wales region.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Cost / 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

### **II.2.14) Additional information**

NPTCBC has recently secured funding via the UK Shared Prosperity Fund (SPF) to deliver a destination marketing and pride of place campaign targeting visitors to Neath Port Talbot and residents and investors within the region.

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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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-003317](#)

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## **Section V. Award of contract**

### **Contract No**

NPT-1794

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

31 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Rethink PR & Marketing

2 Princess Way

Swansea

SA13LW

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Total value of the contract/lot: £250,000

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## **Section VI. Complementary information**

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

(WA Ref:130867)

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom