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Contract

Visit East Yorkshire (VEY) 2022/23 Marketing Requirements

East Riding of Yorkshire Council

F03: Contract award notice

Notice identifier: 2022/S 000-011680

Procurement identifier (OCID): ocids-h6vhtk-02f95c

Published 5 May 2022, 12:12pm

Section I: Contracting authority

I.1) Name and addresses

East Riding of Yorkshire Council

County Hall, Cross Street,

Beverley

HU17 9BA

Contact

Michelle Kemp

Email

michelle.kemp@eastriding.gov.uk

Telephone

+44 1482395022

Country

United Kingdom

NUTS code

UK - United Kingdom

National registration number

647 4711 23

Internet address(es)

Main address

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

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103298>

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

Visit East Yorkshire (VEY) 2022/23 Marketing Requirements

Reference number

2400-22

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This contract is for Visit East Yorkshire (VEY) 2022/23 Marketing Requirements between 1st April 2022 and 28th February 2023

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: £313,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This contract is for Visit East Yorkshire (VEY) 2022/23 Marketing Requirements between 1st March 2022 and 28th February 2023

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 35

Quality criterion - Name: Presentation / Weighting: 35

Price - Weighting: 30

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

Open procedure

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

The procurement involves the establishment of a framework agreement

IV.1.8) 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: [2021/S 000-029165](#)

Section V. Award of contract

Contract No

1

Title

VEY Marketing Campaign

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 April 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

Fred Marketing

Units 9-11, Danish Buildings, 44-46 High Street

Hull

HU1 1PS

Email

emma@fredmarketing.co.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

971910802

The contractor is an SME

Yes

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

Total value of the contract/lot: £313,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Royal Courts of Justice, The Strand,

London

WC2A 2LL

Country

United Kingdom

Internet address

<https://courtribunalfinder.service.gov.uk/courts/royal-courts-of-justice>