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Contract

# **AWARDED CONTRACT 2023-646 AHDB Social Media** requirements

AHDB (Defra Network eTendering Portal)

F03: Contract award notice

Notice identifier: 2024/S 000-012329

Procurement identifier (OCID): ocds-h6vhtk-0421a4

Published 16 April 2024, 12:34pm

# **Section I: Contracting authority**

#### I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

#### Contact

Sarah Waters

#### **Email**

sarah.waters@ahdb.org.uk

#### Country

**United Kingdom** 

#### Region code

#### UK - United Kingdom

#### Internet address(es)

Main address

https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board

Buyer's address

https://defra-family.force.com/s/Welcome

# I.4) Type of the contracting authority

Body governed by public law

# I.5) Main activity

Other activity

Agriculture and Horticulture

## **Section II: Object**

#### II.1) Scope of the procurement

#### II.1.1) Title

AWARDED CONTRACT 2023-646 AHDB Social Media requirements

Reference number

2023-646

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

AWARDED CONTRACT - AHDB intend to procure a Contract for a successful Supplier/Agency for the provision of a Social Media partner to deliver its domestic, consumer facing 'always-on' social media activity, to help us creatively achieve our goals, whilst complying with legal obligations. The budget is variable due to the nature of the work and dependant on campaign activity throughout the duration of the contract.

#### 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: £5,000,000

#### II.2) Description

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

• 79340000 - Advertising and marketing services

#### II.2.3) Place of performance

NUTS codes

• UK - United Kingdom

Main site or place of performance

UK

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

AWARDED CONTRACT - AHDB intend to procure a Contract for a successful Supplier/Agency for the provision of a Social Media partner to deliver its domestic, consumer facing 'always-on' social media activity, to help us creatively achieve our goals, whilst complying with legal obligations. The budget is variable due to the nature of the work and dependant on campaign activity throughout the duration of the contract.

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / 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.1.8) 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: <u>2023/S 000-035729</u>

#### Section V. Award of contract

A contract/lot is awarded: Yes

#### V.2) Award of contract

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

23 February 2024

#### V.2.2) Information about tenders

Number of tenders received: 16

Number of tenders received from SMEs: 16

Number of tenders received from tenderers from non-EU Member States: 16

Number of tenders received by electronic means: 16

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

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

Lux Illuminating Brands Ltd

# 27 Maritime Street Edinburgh EH6 6SE Telephone +49 12345678 Country **United Kingdom NUTS** code • UK - United Kingdom National registration number SC456008 Internet address www.getlux.co.uk The contractor is an SME Yes V.2.4) Information on value of contract/lot (excluding VAT) Initial estimated total value of the contract/lot: £5,000,000 Total value of the contract/lot: £5,000,000 **Section VI. Complementary information** VI.4) Procedures for review VI.4.1) Review body

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park
Coventry
CV3 4SU
Email
Procurement@ahdb.org.uk
Country
United Kingdom
Internet address
https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board
VI.4.2) Body responsible for mediation procedures
Defra Network eTendering Portal
Seacole Building, 2 Marsham Street
London
SW1P 4DF
Country
United Kingdom
Internet address
https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs