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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: [2023/S 000-035729](#)

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>