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Tender

Marketing Services

Sunderland City Council

F02: Contract notice

Notice identifier: 2021/S 000-013099

Procurement identifier (OCID): ocds-h6vhtk-02ba9c

Published 10 June 2021, 4:44pm

Section I: Contracting authority

I.1) Name and addresses

Sunderland City Council

Civic Centre, Burdon Road

Sunderland

SR2 7DN

Contact

M Tanya Renshaw

Email

tanya.renshaw@sunderland.gov.uk

Telephone

+44 1915612437

Country

United Kingdom

NUTS code

UKC23 - Sunderland

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

<http://procontract.due-north.com/home/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://procontract.due-north.com/home/>

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

Marketing Services

Reference number

DN549344

II.1.2) Main CPV code

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

II.1.3) Type of contract

Services

II.1.4) Short description

Marketing Services that includes: Strategy and planning, Creative development and delivery, Photography, Editorial, Media buying, Specialist consultancy services

II.1.5) Estimated total value

Value excluding VAT: £75,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Strategy and planning

Lot No

1

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Integrated marketing and communications strategies, translating the strategy into, and producing, actionable, effective, cost efficient and measurable communications plans across all relevant channels, including online, offline, owned and earned, as well as paid-for media.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Price: Social Value / Weighting: 10

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Subject to Council requirements.

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

II.2) Description

II.2.1) Title

Creative Development and Delivery

Lot No

2

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Full design service across all types of project.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Price: Social Value / Weighting: 10

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Subject to Council requirements.

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

II.2) Description

II.2.1) Title

Photography

Lot No

3

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Development and production services on a standalone basis.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Price: Social Value / Weighting: 10

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Subject to Council requirements.

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

II.2) Description

II.2.1) Title

Editorial

Lot No

4

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

A wide range of editorial services across multiple media

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Price Social Value / Weighting: 10

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Subject to Council requirements.

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

II.2) Description

II.2.1) Title

Media Buying

Lot No

5

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Advising on targeted paid for marketing and can provide all media buying services for the Councils communications campaigns.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Price: Social Value / Weighting: 10

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Subject to Council requirements.

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

II.2) Description

II.2.1) Title

Specialist Consultancy Services

Lot No

6

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

New and innovative communications ideas and consultancy on specific subjects.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Price: Social Value / Weighting: 10

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Subject to Council requirements.

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

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

Framework agreement with several operators

In the case of framework agreements, provide justification for any duration exceeding 4 years:

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

12 July 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

12 July 2021

Local time

2:00pm

Place

Sunderland City Council

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

This is an electronic tender via the Council's ProContract eTender system. All organisations

interested in this tender should register an expression of interest against this contract online

at <https://procontract.due-north.com/Home/> (Tender Reference DN549344). All tender

documents are available via this portal. The Council will be using the open procurement procedure, tenders must be returned before 12.00 noon 12/07/2021 in accordance with the

ITT instructions. As part of the tender process Sunderland City Council intend to hold a supplier briefing via Microsoft Teams on 22.06.2021 at 2.00pm. You should confirm your intention to attend direct to tanya.renshaw@sunderland.gov.uk by no later than 18.06.2021

and/or to confirm there have been no amendments to this schedule. The aim of the briefing is

to provide advice on submitting an acceptable bid, there will also be opportunity to ask questions. The contracting authority does not bind itself to accept any tender and is not liable for any costs incurred by those expressing an interest in this opportunity..

VI.4) Procedures for review

VI.4.1) Review body

Sunderland City Council

Sunderland

SR2 7DN

Country

United Kingdom