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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](mailto: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

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## **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

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## **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

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## **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](mailto: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