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Tender

## **Marketing Strategy and Communications**

Cantium Business Solutions Ltd

F02: Contract notice

Notice identifier: 2021/S 000-013585

Procurement identifier (OCID): ocds-h6vhtk-02bc84

Published 16 June 2021, 11:15am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Cantium Business Solutions Ltd

Worrall House, Kings Hill

West Malling

ME19 4AE

#### **Email**

[contractsprocurement@cantium.solutions](mailto:contractsprocurement@cantium.solutions)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**National registration number**

11242115

**Internet address(es)**

Main address

[www.cantium.solutions](http://www.cantium.solutions)

Buyer's address

[www.cantium.solutions](http://www.cantium.solutions)

**I.3) Communication**

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

<https://procontract.due-north.com/Advert/Index?advertId=8a3b7fdf-86ce-eb11-810c-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=8a3b7fdf-86ce-eb11-810c-005056b64545>

**I.4) Type of the contracting authority**

Body governed by public law

**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 Strategy and Communications

Reference number

DN550476

### **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**

Cantium Business Solutions (Cantium) is a Local Authority Trading Company (LATCo), whose ultimate parent company is Kent County Council (KCC). Cantium provides tailored ICT, HR and Finance services to its customers across the UK, including support for all Kent County Council offices and over 600 Schools. We're proud of our Public Sector heritage, which has given us a foundation in business delivery and infrastructure insight. This uniquely enables us to drive innovation and progressive practices to deliver the best value for our clients.

Cantium is looking to appoint a Marketing Strategy and Communications agency to assist in driving its growth ambitions forwards.

The contract is for a maximum length of 36 months based on an initial fixed 12-month period, after which a 3-months break clause will apply to the balance of the term. The contract will expire in its entirety after 36 months or earlier if the break clause is applied.

The estimated total contract value based on a 36-month term is approximately £500,000. This is an indicative value of expected expenditure and not a committed spend. Spend will be based on buyer need only.

Further background and technical information can be found within the Invitation to Tender (ITT) documentation.

### **II.1.5) Estimated total value**

Value excluding VAT: £500,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 79300000 - Market and economic research; polling and statistics

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

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Further background and technical information can be found within the Invitation to Tender (ITT) documentation.

### **II.2.5) Award criteria**

Quality criterion - Name: Mandatory Requirements (excluding pricing) / Weighting: 40%

Quality criterion - Name: Value Added Services / Weighting: 20%

Price - Weighting: 40%

#### **II.2.6) Estimated value**

Value excluding VAT: £500,000

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

Duration in months

36

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

#### **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.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

## **IV.2) Administrative information**

### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

16 July 2021

Local time

11:30pm

### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

### **IV.2.7) Conditions for opening of tenders**

Date

19 July 2021

Local time

9:00am

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Cantium Business Solutions Ltd

West Malling

ME19 4AE

Country

United Kingdom