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Contract

Marketing Services for the York Enhanced Bus Partnership

City of York Council

F03: Contract award notice

Notice identifier: 2024/S 000-014233

Procurement identifier (OCID): ocids-h6vhtk-042103

Published 2 May 2024, 3:19pm

Section I: Contracting authority

I.1) Name and addresses

City of York Council

West Offices, Station Rise

York

YO1 6GA

Contact

Georgia Burgess

Email

georgia.burgess@york.gov.uk

Country

United Kingdom

Region code

UKE21 - York

National registration number

GB 647 3650 22

Internet address(es)

Main address

<https://www.york.gov.uk>

Buyer's address

<https://yortender.eu-supply.com/ctm/Company/CompanyInformation/Index/103839>

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 for the York Enhanced Bus Partnership

Reference number

81559

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 for the York Enhanced Bus Partnership.

City of York Council (the Council) are looking for a creative agency (the Provider) to help us to develop a brand strategy and assets to help deliver a new campaign to promote bus use within York (the Project). The campaign needs to address the whole picture, from choosing how to travel, getting to the bus stop, using the bus, the actual journey and arrival points – a complete circular experience of travel by bus. We will also target specific audiences for those populations where funding is being used to reduce fares.

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: £199,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE21 - York

II.2.4) Description of the procurement

Marketing Services for the York Enhanced Bus Partnership

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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 000-035491](#)

Section V. Award of contract

Contract No

1

Title

Marketing Services for the York Enhanced Bus Partnership

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 March 2024

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received by electronic means: 9

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

V.2.3) Name and address of the contractor

Brightsparks Agency Ltd

Manor Drive North

York

YO26 5RY

Email

leonie@brightsparksagency.com

Country

United Kingdom

NUTS code

- UKE21 - York

National registration number

Brightsparks Agency Ltd

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: £36,982.80

Lowest offer: £36,982.80 / Highest offer: £44,850 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

The High Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom