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Contract

Stourton Park and Ride Marketing Launch

West Yorkshire Combined Authority

F03: Contract award notice

Notice identifier: 2021/S 000-015555

Procurement identifier (OCID): ocds-h6vhtk-02af09

Published 6 July 2021, 1:14pm

Section I: Contracting authority

I.1) Name and addresses

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Contact

Frances Butterworth

Email

frances.butterworth@westyorks-ca.gov.uk

Country

United Kingdom

NUTS code

UKE4 - West Yorkshire

Internet address(es)

Main address

<https://www.westyorks-ca.gov.uk/>

Buyer's address

<https://in-tendhost.co.uk/westyorkshireca.aspx/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

Stourton Park and Ride Marketing Launch

Reference number

PROJECT NO. CA1463

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The West Yorkshire Combined Authority is looking to procure support from a marketing agency to successfully promote and launch the third and new Park And Ride service for

Leeds City Park And Ride.

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: £180,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

Main site or place of performance

West Yorkshire

II.2.4) Description of the procurement

The West Yorkshire Combined Authority is looking to procure support from a marketing agency to successfully promote and launch the third and new Park And Ride service for Leeds City Park And Ride.

II.2.5) Award criteria

Price

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: [2021/S 000-010136](#)

Section V. Award of contract

Contract No

CA1463

Title

Stourton Park and Ride Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 July 2021

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Mezzo Studios Limited

leeds

Country

United Kingdom

NUTS code

- UKE4 - West Yorkshire

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £180,000

Total value of the contract/lot: £180,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Courts of Justice, The Strand

London

WC2a 2LL

Country

United Kingdom