

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/015555-2021>

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](mailto: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