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Contract

## **Active Blackpool - Leisure Marketing Services, Support, Website hosting & Printing**

Blackpool Council

F03: Contract award notice

Notice identifier: 2025/S 000-017697

Procurement identifier (OCID): ocids-h6vhtk-04e421

Published 29 April 2025, 3:28pm

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

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

Blackpool Council

PO Box 4

Blackpool

FY1 1NA

#### **Contact**

Mrs Sarah Gordon

#### **Email**

[sarah.gordon@blackpool.gov.uk](mailto:sarah.gordon@blackpool.gov.uk)

#### **Telephone**

+44 1253478373

#### **Country**

United Kingdom

**Region code**

UKD42 - Blackpool

**Internet address(es)**

Main address

<http://www.blackpool.gov.uk/>

Buyer's address

<http://www.blackpool.gov.uk/>

**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**

Active Blackpool - Leisure Marketing Services, Support, Website hosting & Printing

Reference number

DN763643

#### **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**

Provision of Leisure Marketing Services, Support, Website Hosting & Printing

#### **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: £350,000

### **II.2) Description**

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKD42 - Blackpool

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

Active Blackpool is the brand of the Council's in house operated leisure provision.

Active Blackpool operate four Leisure Centres in Blackpool namely, Blackpool Sports Centre, Moor Park Health & Leisure Centre, Palatine Leisure Centre and Common Edge Community Sports Village.

The aim is to promote the work of Active Blackpool by engaging a range of audiences and contributing to its community engagement and commercial aspirations for the future.

Working with the successful agency, the aim is for Active Blackpool to utilise a multi-channel approach and offer efficiency across all marketing and communications. We require an agency experienced in supporting leisure organisations to support, manage, evaluate, plan and execute a wide range of marketing initiatives ranging from small singular projects to full multi-service campaigns. To be seen as part of our extended team, we require dedicated support and collaboration to cover all our requirements ensuring that we are supported both creatively and through strategically planned ideas and methods that deliver measureable results.

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

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Social Value / Weighting: 20

Price - Weighting: 30

#### **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.1.8) 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: [2025/S 000-005894](#)

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## **Section V. Award of contract**

### **Contract No**

DN763643

### **Title**

Active Blackpool - Leisure Marketing Services, Support, Website hosting & Printing

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

29 April 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 14

Number of tenders received from SMEs: 14

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 14

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

**V.2.3) Name and address of the contractor**

Cornerstone Design & Marketing Ltd

Oldham

Country

United Kingdom

NUTS code

- UKD - North West (England)

The contractor is an SME

Yes

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

Total value of the contract/lot: £350,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

High Court Justice England & Wales

London

Country

United Kingdom