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Tender

Digital Advertising Framework

Braintree District Council

F02: Contract notice

Notice identifier: 2022/S 000-019920

Procurement identifier (OCID): ocids-h6vhtk-035478

Published 21 July 2022, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Braintree District Council

Causeway House, Bocking End

Braintree

CM7 9HB

Email

katrine.sallows@braintree.gov.uk

Telephone

+44 1376551414

Country

United Kingdom

NUTS code

UKH3 - Essex

Internet address(es)

Main address

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

Buyer's address

<https://www.ephframeworks.org>

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Braintree:-Advertising-services./D979H84S97>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/D979H84S97>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Digital Advertising Framework

Reference number

EPH003

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

A National Framework Agreement (EPH003) available to all UK Public Sector Bodies for the supply, installation and maintenance of Digital Advertising panels, the adverts and any other associated items. This framework is split into two lots;

Lot 1 - Supply and/or installation and/or maintenance of panels only

Lot 2 - Supply and/or installation and/or maintenance of panels and provision of advertisers with capital and revenue share percentage

Date for return of tenders is 14:00 26 August 2022.

II.1.5) Estimated total value

Value excluding VAT: £5,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for one lot only

Maximum number of lots that may be awarded to one tenderer: 2

II.2) Description

II.2.1) Title

Supply and/or installation and/or maintenance of panels only

Lot No

1

II.2.2) Additional CPV code(s)

- 31682230 - Graphic display panels
- 35261000 - Information panels
- 09331000 - Solar panels
- 30231310 - Flat panel displays
- 50312600 - Maintenance and repair of information technology equipment
- 45315300 - Electricity supply installations
- 45317000 - Other electrical installation work
- 71317200 - Health and safety services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

This lot is for the supply and/or installation and/or maintenance of panels only

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

If successful, this framework will be renewed at the end of the 4 year framework period

II.2.10) Information about variants

Variants will be accepted: No

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

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/D979H84S97>

II.2) Description

II.2.1) Title

Supply and/or installation and/or maintenance of panels and provision of advertisers with capital and revenue share percentage

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

- 79341200 - Advertising management services
- 09331000 - Solar panels
- 35261000 - Information panels
- 50312600 - Maintenance and repair of information technology equipment
- 09332000 - Solar installation
- 45315300 - Electricity supply installations
- 45317000 - Other electrical installation work
- 71317200 - Health and safety services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

This lot is for the supply and/or installation and/or maintenance of panels, with sourcing and contracting with advertisers. This will include a range of revenue and capital share options including 100% revenue retention by Supplier or Customer. The share percentage will be flexible as per the requirements / affordability of the Customer.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

If successful, this framework will be renewed at the end of the 4 year framework period

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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

Date

26 August 2022

Local time

2:00pm

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

Tender must be valid until: 18 November 2022

IV.2.7) Conditions for opening of tenders

Date

26 August 2022

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 6-9 months prior to the end of this framework agreement

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Braintree:-Advertising-services./D979H84S97>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/D979H84S97>

GO Reference: GO-2022721-PRO-20647964

VI.4) Procedures for review

VI.4.1) Review body

Braintree District Council

Causeway House, Bocking End

Braintree

CM7 9HB

Country

United Kingdom