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Tender

NCC1039 - Animating Ashington

Northumberland County Council

F02: Contract notice

Notice identifier: 2023/S 000-020107

Procurement identifier (OCID): ocds-h6vhtk-03e181

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Section I: Contracting authority

I.1) Name and addresses

Northumberland County Council

County Hall

Morpeth

NE61 2EF

Contact

Mr Daniel Warnock

Email

Daniel.Warnock@northumberland.gov.uk

Telephone

+44 1670622353

Country

United Kingdom

Region code

UKC21 - Northumberland

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

www.procontract.com

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.procontract.com

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

NCC1039 - Animating Ashington

Reference number

DN678955

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Northumberland County Council is the lead partner for the Ashington Regeneration Programme, with funding provided by a number of different sources. As part of this Regeneration Programme, the Council seek to appoint an exceptional cultural and creative professional team to design and deliver a distinct series of cultural events and activities that engage local people and businesses, attract visitors and complement the Ashington Investment Plan objectives. Community engagement will be at the heart of the Animating Ashington project with a focus on children and young people.

Specifically, the project will:

- Appoint a cultural and creative professional team or company to develop and deliver a distinct programme of intergenerational cultural inspired performance events and responses that activate, animate and mobilise the town centre, with an overall programme theme based on colour, animation and the high street.
- Increase activity to the town's current offer including activation of existing and proposed new sites to demonstrate potential through a programme of events concentrated throughout the year. Expanded activities could include festivals, makers, craft and lifestyle markets, projections, lighting events and engaging performances that give residents new reasons to visit the town centre and add to the appeal of Ashington as a destination for rail users from summer 2024.
- Increase the understanding of the town's culture and consider contemporary responses

to support a future focused approach and vision to reimagine the purpose and function of the town.

- Encourage business collaboration particularly with those trading in the town centre to foster a culture of working together to present the diversity of offer and ability of the town centre to promote Ashington as a destination.
- Increase civic pride, encourage public participation and create a legacy and local ownership of annual events via partnership working and an asset-based approach.
- Support audience development, establish and nurture connections to residents, schools and local businesses.

II.1.5) Estimated total value

Value excluding VAT: £509,255

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC21 - Northumberland

II.2.4) Description of the procurement

as above

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

End date

31 March 2025

This contract is subject to renewal

No

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

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

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

Date

14 August 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom