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Planning

Advertising Opportunity in Swansea Councils Suppliers Guide

City & County of Swansea

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-020834

Procurement identifier (OCID): ocids-h6vhtk-03e386

Published 19 July 2023, 4:36pm

Section I: Contracting authority

I.1) Name and addresses

City & County of Swansea

Civic Centre

Swansea

SA1 3SN

Email

commercial@swansea.gov.uk

Country

United Kingdom

NUTS code

UKL18 - Swansea

Internet address(es)

Main address

<http://www.swansea.gov.uk/dobusiness>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0254

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.co.uk>

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

Advertising Opportunity in Swansea Councils Suppliers Guide

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Advertising Opportunity in Swansea Councils Suppliers Guide - communication opportunity with SME's in Swansea.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services
- 79342100 - Direct marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKL18 - Swansea

Main site or place of performance

Swansea

II.2.4) Description of the procurement

Swansea Council is seeking to establish market options for the advertising opportunity within Swansea Councils Suppliers Guide.

Swansea Councils Commercial Services are currently focused on and encouraging the developing and maintaining direct links with businesses to assist SME's with business intelligence on winning contracts with the authority. Including developing appropriate communication channels to alert them of up-and-coming tender opportunities.

Swansea Councils Commercial Services are supporting the future plan in forging more links with the business community and highlighting the opportunities to local businesses in view of meeting a sustainable economy regionally. Partnering with relevant local/ regional or national businesses such as Banks or Building Societies, Accountants, Vehicle Leasing, etc. etc. to business startup or expansion and gain further understanding of 'working together with the council' and inspiring local businesses to tender for council works, and ensuring that supplier feedback is obtained.

At this stage, Swansea Council are seeking to determine the most appropriate approach to seek advertising partners for the Suppliers Guide. To raise the profile in association with external relevant partners.

Interested parties, please email Commercial@swansea.gov.uk for further information and advise on investment levels by Friday 11th August 2023.

II.3) Estimated date of publication of contract notice

20 July 2023

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=133271.

(WA Ref:133271)