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Contract

Paradigm Trust Marketing and Communications Services

Paradigm Trust

F03: Contract award notice

Notice identifier: 2023/S 000-020972

Procurement identifier (OCID): ocds-h6vhtk-03b217

Published 20 July 2023, 2:54pm

Section I: Contracting authority

I.1) Name and addresses

Paradigm Trust

c/o Culloden Primary School, Dee Street

London

E14 0PT

Email

bill.holledge@paradigmtrust.org

Telephone

+44 2073641010

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.paradigmtrust.org>

Buyer's address

<http://www.paradigmtrust.org>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Paradigm Trust Marketing and Communications Services

Reference number

CA12006 -

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Contract to supply Marketing and Communication Services to the Paradigm Trust, a Multi Academy Trust based in Suffolk and London

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: £67,915

II.2) Description

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKH14 - Suffolk
- UKI - London
- UKI5 - Outer London – East and North East
- UKI4 - Inner London – East

Main site or place of performance

Suffolk

II.2.4) Description of the procurement

Contract to supply Marketing and Communication Services to the Paradigm Trust, a Multi Academy Trust based in Suffolk and London

II.2.5) Award criteria

Quality criterion - Name: Service Delivery / Weighting: 70.00%

Price - Weighting: 30.00%

II.2.11) Information about options

Options: Yes

Description of options

60 month(s) from the commencement date, with 36 initial month(s) and option to extend 2x12 month(s)

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: [2023/S 000-007157](#)

Section V. Award of contract

Contract No

CA12006

Title

Paradigm Trust Marketing and Communications Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 July 2023

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

SPRING DESIGN AND ADVERTISING LIMITED

Southwold

IP18 6JG

Email

clouddrivespring@gmail.com

Telephone

+44 1502726161

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

www.springagency.co.uk

The contractor is an SME

No

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

Total value of the contract/lot: £67,915

Section VI. Complementary information

VI.3) Additional information

Section II.3) – dates refer to the initial contract period and do not include the options of any extensions.

Section IV.3.5) – any dates shown are an estimate.

In the first instance, candidates should register with www.multiquote.com and express an interest in the contract, full details of the contract will be available.

The Contracting Authority shall not be under any obligation to accept any tender. The Contracting Authority reserves the right to cancel the entire or parts of the tender, without such an action conferring any right to compensation on the Tenderers.

The Contracting Authority has no liability to settle any cost incurred by the tenderer as a result of the tendering procedure.

VI.4) Procedures for review

VI.4.1) Review body

United Colleges Group

25 Paddington Green

London

W2 1NB

Email

anthony.imode@tenetservices.com

Telephone

+44 7741660639

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The authority will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).

