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Contract

CBC-1318-T-LS Digital Advertising Agency

Central Bedfordshire Council

F03: Contract award notice

Notice identifier: 2022/S 000-021144

Procurement identifier (OCID): ocds-h6vhtk-030c17

Published 2 August 2022, 3:24pm

Section I: Contracting authority

I.1) Name and addresses

Central Bedfordshire Council

Priory House

Chicksands

SG17 5TQ

Contact

+44 3003005997

Email

procurement@centralbedfordshire.gov.uk

Telephone

+44 3003008000

Country

United Kingdom

NUTS code

UKH25 - Central Bedfordshire

Internet address(es)

Main address

<http://in-tendhost.co.uk/centralbedfordshire>

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

CBC-1318-T-LS Digital Advertising Agency

Reference number

CBC-1318-T-LS

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

You are invited to tender for the role of digital advertising agency, to support Central Bedfordshire in the creation, placement/implementation, optimisation and reporting of

digital and new media advertising campaigns.

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: £250,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKH25 - Central Bedfordshire

II.2.4) Description of the procurement

Role of digital advertising agency, to support Central Bedfordshire in the creation, placement/implementation, optimisation and reporting of digital and new media advertising campaigns.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

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 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: [2022/S 000-001406](#)

Section V. Award of contract

Contract No

CBC-1318-T-LS

Lot No

1

Title

Digital Advertising Agency Tender

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 August 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

Georgeco Marketing Services LLP

Huddersfield

Country

United Kingdom

NUTS code

- UKE44 - Calderdale and Kirklees

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £250,000

Total value of the contract/lot: £250,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Central Bedfordshire Council

Chicksands

Country

United Kingdom