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Contract

Provision of Marketing Support Services to Destination Staffordshire

Staffordshire County Council

F03: Contract award notice

Notice identifier: 2022/S 000-021919

Procurement identifier (OCID): ocids-h6vhtk-0328a9

Published 9 August 2022, 6:29pm

Section I: Contracting authority

I.1) Name and addresses

Staffordshire County Council

1 Staffordshire Place

STAFFORD

ST162LP

Contact

Gillian Sperrink

Email

gillian.sperrink@staffordshire.gov.uk

Telephone

+44 1785854652

Country

United Kingdom

Region code

UKG24 - Staffordshire CC

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://staffordshire.gov.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

Provision of Marketing Support Services to Destination Staffordshire

Reference number

IA2470

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Contract to appoint an economic operator to provide an agency for brand maintenance, development, print and digital marketing, media planning and media buying for Destination Staffordshire.

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: £480,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

Contract to appoint an economic operator to provide an agency for brand maintenance, development, print and digital marketing, media planning and media buying for Destination Staffordshire.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Cost / Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Initial term of 2 years to 31 July 2024, with the option to extend by 2 x 12 months.

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-008718](#)

Section V. Award of contract

Contract No

IA2470

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 June 2022

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

RH Advertising Ltd

Exeter

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

03909789

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: £480,000

Total value of the contract/lot: £480,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Staffordshire County Council

Stafford

Country

United Kingdom