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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): ocds-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](mailto: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

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## **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.

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# **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](#)

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Staffordshire County Council

Stafford

Country

United Kingdom