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Tender

Heritage Services - Media Buying Services

Bath and North East Somerset Council

F02: Contract notice

Notice identifier: 2024/S 000-023900

Procurement identifier (OCID): ocds-h6vhtk-04863b

Published 31 July 2024, 10:26am

Section I: Contracting authority

I.1) Name and addresses

Bath and North East Somerset Council

Guildhall, High Street

Bath

BA1 5AW

Contact

Ms Rebecca West

Email

rebecca_west@bathnes.gov.uk

Country

United Kingdom

Region code

UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

Internet address(es)

Main address

<http://www.bathnes.gov.uk>

Buyer's address

<http://www.bathnes.gov.uk>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Advert/Index?advertId=b5da3feb-1d4f-ef11-812d-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=b5da3feb-1d4f-ef11-812d-005056b64545>

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

Heritage Services - Media Buying Services

Reference number

DN735696

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Bath and North East Somerset Council's Heritage Services manage the operation of 4 major museums in Bath:

- The Roman Baths
- Fashion Museum (currently closed until 2030)
- Victoria Art Gallery
- Bath World Heritage Centre

Heritage Services are seeking a professional media buying agency to help procure a range of advertising including outdoor media, radio advertising, podcast advertising, digital media, and DAX streaming. The media sought will be aligned to specific campaigns across Heritage Services portfolio of services.

The supplier will be required to work across a wide and diverse customer base and the supplier must be able to support the varied requirements and budgets of large campaigns such as those delivered for the Roman Baths and smaller campaigns such as those delivered for the Victoria Art Gallery.

II.1.5) Estimated total value

Value excluding VAT: £528,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKK12 - Bath and North East Somerset, North Somerset and South Gloucestershire

II.2.4) Description of the procurement

Bath and North East Somerset Council's Heritage Services manage the operation of 4 major museums in Bath:

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- Victoria Art Gallery
- Bath World Heritage Centre

Heritage Services are seeking a professional media buying agency to help procure a range of advertising including outdoor media, radio advertising, podcast advertising, digital media, and DAX streaming. The media sought will be aligned to specific campaigns across Heritage Services portfolio of services.

The supplier will be required to work across a wide and diverse customer base and the supplier must be able to support the varied requirements and budgets of large campaigns such as those delivered for the Roman Baths and smaller campaigns such as those delivered for the Victoria Art Gallery.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £528,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

2 September 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

2 September 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Bath and North East Somerset Council

Bath

Country

United Kingdom