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Contract

SC21098 A Kentish Magazine, Website, and Kent Bereavement Guide

Kent County Council

F03: Contract award notice

Notice identifier: 2022/S 000-025704

Procurement identifier (OCID): ocds-h6vhtk-03353e

Published 13 September 2022, 4:45pm

Section I: Contracting authority

I.1) Name and addresses

Kent County Council

Sessions House

Maidstone

ME14 1XQ

Email

sccommercialteam@kent.gov.uk

Country

United Kingdom

Region code

UKJ4 - Kent

Internet address(es)

Main address

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

Buyer's address

<http://www.kent.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

SC21098 A Kentish Magazine, Website, and Kent Bereavement Guide

Reference number

DN611253

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Libraries, Registration and Archives (LRA) is the part of Kent County Council that deals with the registration of births, deaths, marriages, and civil partnerships. Since the 1994 Marriage Act, the service has provided licences to private venues across the county so that civil marriages can take place within them.

The Council requires a publisher for the following outlets:

- A magazine, used to promote the services (A Kentish Ceremony Magazine)
- A website, used to promote the services (www.akentishceremony.com)
- A Bereavement Guide, that features all the details people need to know about how to register a death, and many of the other things that need to be organised at a difficult time.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £400,000 / Highest offer: £700,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

Magazine (A Kentish Ceremony Magazine):

One of the most successful marketing channels has been the creation of 'A Kentish Wedding Magazine' in 1997. This magazine, now called A Kentish Ceremony Magazine, is now available quarterly and covers a mixture of information about the service's ceremonies, an

index and map containing all the Approved Premises available in the county, advertising for appropriate suppliers, wedding fayre diary, articles and editorial.

The magazine is distributed in several exclusive ways including via the service's Register Offices, Libraries, website, and through a number of wedding fayres and events referred to above - which the service's staff often attend.

The magazine will be published quarterly in an A4 format and will include a range of content to promote:

- Kentish Wedding ceremonies and venues
- Kentish Partnership ceremonies and venues
- Kentish Welcoming ceremonies and venues
- Kentish Renewal of Vows ceremonies and venues
- Kent Register Offices

Website (akentishceremony.com):

The akentishceremony.com website continues to go from strength-to-strength with a high number of unique visitors per year. The service provider will need to facilitate website maintenance and improvements, and facilitate website orders of the magazine.

Bereavement Guide:

The Bereavement Guide is an annual publication that features all the details people need to know about how to register a death and many of the other things that need to be organised at a difficult time. As part of the Kent Registration Service, the Council have unique distribution via

its Register Offices, and it has agreements in place for distribution across Kent hospitals and hospices. Approx 15000 copies are printed each November Circa .

Advertising Revenue:

All of the above are produced at no cost to the Kent County Council. The service provider will generate income from advertising sold to feature in the above platforms and publications. The service provider is required to pay the Kent County Council a fixed percentage of all advertising revenue generated, the percentage amount will be as per the offer made in their bid. The remainder of the revenue will be kept by the service provider to cover overhead costs and profit.

II.2.5) Award criteria

Quality criterion - Name: Highest Revenue Percentage (payable to the Kent County Council).
/ Weighting: 100

Price - Weighting: 100

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 000-011937](#)

Section V. Award of contract

Contract No

SC21098 A Kentish Ceremony Magazine, Website, & Bereavement Guide

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 August 2022

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Sideways Media Ltd.

S.11 Coachworks, Dover Place,

Ashford, Kent

TN24 1HU

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor is an SME

Yes

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

Lowest offer: £400,000 / Highest offer: £700,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Kent County Council

Invicta House, County Road,

Maidstone

ME14 1XQ

Email

sccommercialteam@kent.gov.uk

Country

United Kingdom