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Tender

## **CP2343-23 Waste Marketing Service**

Devon County Council

F02: Contract notice

Notice identifier: 2023/S 000-027175

Procurement identifier (OCID): ocds-h6vhtk-03fc9e

Published 14 September 2023, 9:46am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Devon County Council

County Hall, Topsham Road

Exeter

EX2 4QD

#### **Contact**

Mr Jamie Heavens

#### **Email**

[jamie.heavens@devon.gov.uk](mailto:jamie.heavens@devon.gov.uk)

#### **Telephone**

+44 1392381548

#### **Country**

United Kingdom

**Region code**

UKK43 - Devon CC

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

[www.supplyingthesouthwest.org.uk](http://www.supplyingthesouthwest.org.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.supplyingthesouthwest.org.uk](http://www.supplyingthesouthwest.org.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**

CP2343-23 Waste Marketing Service

Reference number

DN672668

#### **II.1.2) Main CPV code**

- 90500000 - Refuse and waste related services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

s Service will cover the administrative areas Devon County Council, Devon Districts and Torbay Council.

Recycle Devon is a county-wide, waste communications and marketing campaign which represents a partnership of 10 authorities across Devon. The campaign commenced in October 2002 under the umbrella brand of 'Don't let Devon go to waste' and has contributed to Devon achieving a 55% Recycling rate and significant reductions in the amount of waste sent for disposal.

The awareness raising and education measures of "Recycle Devon" contribute to the County Council's and partner Councils' strategic aims to reduce waste, improve Reuse and Recycling and reduce the impact on climate change.

The aims of the campaign are to:

- influence personal behaviour leading to more sustainable practice
- minimise waste volumes
- increase Reuse, Repair, Upcycling, Recycling and Composting

The services specifically delivered by this contract are the following, additional details can be found within the specification as provided with the procurement documents.

- Annual Web Hosting
- Monthly Search Engine Optimisation
- A series of Ad Hoc Marketing Campaigns
- Annual Market Research

The period of this contract is from 1st April 2024 until 31st March 2027

The Contract may be extended by a period or periods totalling a maximum further period of 24 months.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 90500000 - Refuse and waste related services

#### **II.2.3) Place of performance**

NUTS codes

- UKK43 - Devon CC

#### **II.2.4) Description of the procurement**

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#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 30

Price - Weighting: 30

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

Start date

1 April 2024

End date

31 March 2029

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

#### **II.2.14) Additional information**

The authority reserves the right to cancel the procurement process at any stage. The authority does not bind itself to accept the lowest or any tender, and reserve the right not to award a contract. The authority reserves the right to award the contract in part, or to call for new tenders should they consider this necessary. Economic operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from them in connection with their participation in this procurement, whether incurred directly by them or their advisors or subcontractors and regardless of whether such costs arise as a consequence direct or indirect of any amendments to documents issued by the authority at any time, or as a consequence of the cancellation of the procurement by the authority. For the avoidance of doubt, the authority shall have no liability whatsoever to economic operators or their advisors or subcontractors, for any of their costs, including but not limited to those for any discussions or communications. Any contract(s) or agreement(s) entered

into as a result of this contract notice shall be considered as a contract(s) or agreement(s) made under English law and subject to the exclusive jurisdiction of the English courts. If an

economic operator considers that any information supplied by it during this procurement process is commercially sensitive or confidential in nature, this should be highlighted and the

reasons for its sensitivity as well as the duration of that sensitivity specified. Economic operators should be aware that even where they have indicated that information is commercially sensitive, the authority may disclose it pursuant to the Freedom of Information

Act 2000 in response to a request for information where such disclosure is considered to be

in the public interest. Please note that the receipt by any of the authority of any materials marked 'confidential' or equivalent shall not be taken to mean that the authority accepts any

duty of confidence by virtue of that marking.

Tender documents are accessible via [www.supplyingthesouthwest.org.uk](http://www.supplyingthesouthwest.org.uk) . All expressions of interest are to be made via [www.supplyingthesouthwest.org.uk](http://www.supplyingthesouthwest.org.uk). All questions or enquiries regarding the tender are to be asked via the messaging function within the opportunity through [www.supplyingthesouthwest.org.uk](http://www.supplyingthesouthwest.org.uk)

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

Date

23 October 2023

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

23 October 2023

Local time

12:00pm

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## **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**

Royal Courts of Justice

London

WC2A 2LL

Country

United Kingdom