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Not applicable

CP2343-23 Waste Marketing Service

Devon County Council

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-027177

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

Published 14 September 2023, 10:10am

Section I: Contracting authority/entity

I.1) Name and addresses

Devon County Council

County Hall, Topsham Road

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Contact

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Region code

UKK43 - Devon CC

Internet address(es)

Main address

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

Buyer's address

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

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

This 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.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2023/S 000-027175](#)

Section VII. Changes

VII.1.2) Text to be corrected in the original notice

Section number

II.2.5

Place of text to be modified

Award Criteria

Instead of

Text

Quality criterion - Name: Quality / Weighting: 30

Read

Text

Quality criterion - Name: Quality / Weighting: 70