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Contract

Marketing Services

Sunderland City Council

F03: Contract award notice

Notice identifier: 2021/S 000-027963

Procurement identifier (OCID): ocds-h6vhtk-02ba9c

Published 8 November 2021, 2:48pm

Section I: Contracting authority

I.1) Name and addresses

Sunderland City Council

Civic Centre, Burdon Road

Sunderland

SR2 7DN

Contact

Mr Grant Richardson

Email

grant.richardson@sunderland.gov.uk

Telephone

+44 1915612361

Country

United Kingdom

NUTS code

UKC23 - Sunderland

Internet address(es)

Main address

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

Buyer's address

<http://www.sunderland.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

Marketing Services

Reference number

DN549344

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Marketing services that will include provision for the following:

- Strategy and planning: integrated marketing and communications strategies, translating the strategy into, and producing, actionable, effective, cost efficient and measurable communications plans across all relevant channels, including online, offline, owned and earned, as well as paid-for media.
- Creative development and delivery: full design service across all types of project.
- Photography: development and production services on a standalone basis.
- Editorial: a wide range of editorial services across multiple media.
- Media buying: advising on targeted paid for marketing and can provide all media buying services for the Councils communications campaigns.
- Specialist consultancy services: new and innovative communications ideas and consultancy on specific subjects.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Lowest offer: £1 / Highest offer: £300,000 taken into consideration

II.2) Description

II.2.1) Title

Strategy and Planning

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79961100 - Advertising photography services

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Integrated marketing and communications strategies, translating the strategy into, and producing, actionable, effective, cost efficient and measurable communications plans across all relevant channels, including online, offline, owned and earned, as well as paid-for media.

II.2.5) Award criteria

Quality criterion - Name: Pass/Fail and Weighting / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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) Description

II.2.1) Title

Creative Development and Delivery

Lot No

2

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Full design service across all types of project.

II.2.5) Award criteria

Quality criterion - Name: Pass/Fail and Weighting / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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) Description

II.2.1) Title

Photography

Lot No

3

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Photography development and production services on a standalone basis.

II.2.5) Award criteria

Quality criterion - Name: Pass/Fail and Weighting / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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) Description

II.2.1) Title

Media Buying

Lot No

5

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

Advising on targeted paid for marketing and can provide all media buying services for the Councils communications campaigns.

II.2.5) Award criteria

Quality criterion - Name: Pass/Fail and Weighting / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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) Description

II.2.1) Title

Specialist Consultancy

Lot No

6

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKC23 - Sunderland

II.2.4) Description of the procurement

New and innovative communications ideas and consultancy on specific subjects.

II.2.5) Award criteria

Quality criterion - Name: Pass/Fail and Weighting / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2021/S 000-013099](#)

Section V. Award of contract

Lot No

1

Title

Strategy and Planning

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 August 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Narrative Integrated Communications Limited

Sunderland

SR5 2TA

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Karol Marketing Group

Newcastle

NE6 1LR

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Drummond Central Ltd

Newcastle

NE2 4PQ

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Cool Blue Brand Communications Ltd

Newcastle

NE1 2DF

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Studio Blackburn

London

E2 7PR

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £300,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Creative Development and Delivery

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 August 2021

V.2.2) Information about tenders

Number of tenders received: 13

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Up North Communications Limited

Washington

NE38 0AQ

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Creo Communications Limited

Sunderland

SR1 1PB

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Works Design & Print Ltd

Durham

DH3 4AN

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Bread and Butter Creative Limited

Wrexham

OX5 1NA

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Narrative Integrated Communications Limited

Sunderland

SR5 2TA

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Inspired Agency Ltd

Newcastle

NE6 5BF

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Drummond Central Ltd

Newcastle

NE2 4PQ

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Cool Blue Brand Communications Ltd

Newcastle

NE1 2DF

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £300,000 taken into consideration

Section V. Award of contract

Lot No

3

Title

Photography

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 August 2021

V.2.2) Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Edge Agency

Newcastle

NE1 1UN

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Inspired Agency Ltd

Newcastle

NE6 5BF

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Dan Prince Photography Limited

Sunderland

DH5 8LA

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £300,000 taken into consideration

Section V. Award of contract

Lot No

4

Title

Editorial

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 August 2021

V.2.2) Information about tenders

Number of tenders received: 12

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Creo Communnications Limited

Sunderland

SR1 1PB

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Narrative Integrated Communications Limited

Sunderland

SR5 2TA

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Edge Agency

Newcastle

NE1 1UN

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Campaign House

Coventry

CV9 1AY

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Cool Blue Brand Communications Ltd

Newcastle

NE1 2DF

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £300,000 taken into consideration

Section V. Award of contract

Lot No

5

Title

Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 August 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Narrative Integrated Communications Limited

Sunderland

SR5 2TA

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Davethedog Communications Ltd

Sunderland

SR3 3XW

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Steve Davidson Advertising Ltd

Ryton

NE40 3PT

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Works Design & Print Ltd

Durham

DH3 4AN

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Inspired Agency Ltd

Newcastle

NE6 5BF

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £300,000 taken into consideration

Section V. Award of contract

Lot No

6

Title

Specialist Consultancy Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 August 2021

V.2.2) Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Drummond Central Ltd

Newcastle

NE2 4PQ

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Studio Blackburn

London

E2 7PR

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £300,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Sunderland City Council

Burdon Road

Sunderland

SR2 7DN

Country

United Kingdom