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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

SR27DN

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

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

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

Karol Marketing Group

Newcastle

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

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

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

Drummond Central Ltd

Newcastle

NE2 4PQ

Country

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

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

Inspired Agency Ltd

Newcastle

NE6 5BF

United Kingdom

Country

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

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

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

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
V.2.3) Name and address of the contractor The Works Design & Print Ltd

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

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

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
Section VI. Complementary information VI.4) Procedures for review
VI.4) Procedures for review
VI.4) Procedures for review VI.4.1) Review body
VI.4) Procedures for review VI.4.1) Review body Sunderland City Council
VI.4) Procedures for review VI.4.1) Review body Sunderland City Council Burdon Road
VI.4) Procedures for review VI.4.1) Review body Sunderland City Council Burdon Road Sunderland
VI.4) Procedures for review VI.4.1) Review body Sunderland City Council Burdon Road Sunderland SR2 7DN