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Tender

Procurement for the provision of a Corporate External Advertising Agency (Inc. Public and Statutory Notices)

Reading Borough Council

F02: Contract notice

Notice identifier: 2023/S 000-028735

Procurement identifier (OCID): ocds-h6vhtk-04067d

Published 29 September 2023, 10:24am

Section I: Contracting authority

I.1) Name and addresses

Reading Borough Council

Civic Offices, Bridge Street

Reading

RG1 2LU

Contact

Steve York

Email

pchub@reading.gov.uk

Country

United Kingdom

NUTS code

UKJ11 - Berkshire

Internet address(es)

Main address

www.reading.gov.uk

Buyer's address

<https://in-tendhost.co.uk/readingbc.aspx/Tenders/Current>

I.3) Communication

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

www.reading.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Procurement for the provision of a Corporate External Advertising Agency (Inc. Public and Statutory Notices)

Reference number

CPU 00001740

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Reading Borough Council are completing a ITT exercise for the provision of Corporate Advertising Services - The Council requires a suitable media agency to place a range of advertisements, including public and statutory notices in national and local press or other suitable solutions. It is seeking a media agency that can provide support and guidance to our staff in preparing media for advertisements, liaising with advertisers and sourcing best value for money for each advertisement placed with an appropriate newspaper group or other (digital) advertising organisation. Suppliers that would like to take part in this process are invited to Express Interest upon which they will be given access to the full documentation delivered through this portal. Documents can be accessed from the My Tenders area of this website by selecting the View Details button for the project. Expressions of interest will only be accepted until 30 October 2023 14.00 - Note - this is the closing date for ten

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKJ11 - Berkshire

II.2.4) Description of the procurement

Reading Borough Council are completing a ITT exercise for the provision of Corporate Advertising Services - The Council requires a suitable media agency to place a range of advertisements, including public and statutory notices in national and local press or other suitable solutions. It is seeking a media agency that can provide support and guidance to our staff in preparing media for advertisements, liaising with advertisers and sourcing best value for money for each advertisement placed with an appropriate newspaper group or other (digital) advertising organisation. Suppliers that would like to take part in this process are invited to [Express Interest](#) upon which they will be given access to the full documentation delivered through this portal. Documents can be accessed from the [My Tenders](#) area of this website by selecting the [View Details](#) button for the project. Expressions of interest will only be accepted until 30 October 2023 14.00 - Note - this is the closing date for ten

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

96

This contract is subject to renewal

Yes

Description of renewals

possible extension of up to 4 years

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

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

30 October 2023

Local time

2:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

30 October 2023

Local time

2:00pm

Place

Reading Borough Council via In-Tend portal

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

High Court of Justice of England and Wales

7 Rolls Buildings, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/cabinet-office>