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Contract

Marketing and Communications - Kirklees Year of Music 2023 & WOVEN in Kirklees 2023

The Council of the Borough of Kirklees

F03: Contract award notice

Notice identifier: 2022/S 000-029167

Procurement identifier (OCID): ocds-h6vhtk-034ede

Published 17 October 2022, 2:13pm

Section I: Contracting authority

I.1) Name and addresses

The Council of the Borough of Kirklees

Town Hall

HUDDERSFIELD

HD12TA

Email

procurement@kirklees.gov.uk

Telephone

+44 1484221000

Country

United Kingdom

Region code

UKE44 - Calderdale and Kirklees

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

www.kirklees.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 and Communications - Kirklees Year of Music 2023 & WOVEN in Kirklees 2023

Reference number

KMCCW-038

II.1.2) Main CPV code

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

II.1.3) Type of contract

Services

II.1.4) Short description

Contract to create a total project strategy and lead the campaign delivery to ensure the Kirklees Year of Music 2023 Project (KYOM2023) and WOVEN in Kirklees 2023 festival to achieve their target outcomes and demonstrate KPIs (Key performance

Indicators).

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £450,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

- 79413000 - Marketing management consultancy services
- 79990000 - Miscellaneous business-related services

II.2.3) Place of performance

NUTS codes

- UKE44 - Calderdale and Kirklees

Main site or place of performance

Kirklees, West Yorkshire, UK

II.2.4) Description of the procurement

Contract to provide Marketing and Communications for the Kirklees Year of Music 2023 and WOVEN in Kirklees

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: 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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-018486](#)

Section V. Award of contract

Contract No

KMCCW-038

Title

Marketing and Communications - Kirklees Year of Music 2023 & WOVEN in Kirklees 2023

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 October 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

The Cogency Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

3668073

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £450,000

Total value of the contract/lot: £450,000

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Proportion: 30 %

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England & Wales

London

Country

United Kingdom