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Contract

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

Reading Borough Council

F03: Contract award notice

Notice identifier: 2024/S 000-029959

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

Published 19 September 2024, 10:28am

### **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](mailto:pchub@reading.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKJ11 - Berkshire

**Internet address(es)**

Main address

[www.reading.gov.uk](http://www.reading.gov.uk)

Buyer's address

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

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## 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

- 79340000 - Advertising and marketing 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.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £733.75 / Highest offer: £1,872.36 taken into consideration

### 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

## **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

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## **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: [2023/S 000-028735](#)

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## **Section V. Award of contract**

### **Contract No**

CPU 00001740

### **Title**

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

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

19 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

**V.2.3) Name and address of the contractor**

People Scout ltd T/A TMP Worldwide

London

W1T 7RQ

Country

United Kingdom

NUTS code

- UKI - London

National registration number

5648039

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £175,000

Total value of the contract/lot: £175,000

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## **Section VI. Complementary information**

### **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>

#### **VI.4.4) Service from which information about the review procedure may be obtained**

The Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom