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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

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.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

- 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

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](#)

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

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