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Contract

## **NCC1321 Animating Ashington**

Northumberland County Council

F03: Contract award notice

Notice identifier: 2024/S 000-030383

Procurement identifier (OCID): ocds-h6vhtk-0445da

Published 23 September 2024, 4:19pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Northumberland County Council

County Hall

Morpeth

NE61 2EF

#### **Contact**

Mr Daniel Warnock

#### **Email**

[Daniel.Warnock@northumberland.gov.uk](mailto:Daniel.Warnock@northumberland.gov.uk)

#### **Telephone**

+44 1670622353

#### **Country**

United Kingdom

**Region code**

UKC21 - Northumberland

**Internet address(es)**

Main address

<http://www.northumberland.gov.uk>

Buyer's address

<http://www.northumberland.gov.uk>

**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**

NCC1321 Animating Ashington

Reference number

DN709791

**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**

Northumberland County Council is the lead partner for the Ashington Regeneration

Programme, with funding provided by a number of different sources. As part of this

Regeneration Programme, the Council seek to appoint an exceptional cultural and creative

professional team to design and deliver a distinct series of cultural events and activities that

engage local people and businesses, attract visitors and complement the Ashington

Investment Plan objectives. Community engagement will be at the heart of the Animating

Ashington project with a focus on children and young people.

Specifically, the project will:

- Appoint a cultural and creative professional team or company to develop and deliver a

distinct programme of intergenerational cultural inspired performance events and responses

that activate, animate and mobilise the town centre, with an overall programme theme based

on colour, animation and the high street.

- Increase activity to the town's current offer including activation of existing and proposed

new sites to demonstrate potential through a programme of events concentrated

throughout the year. Expanded activities could include festivals, makers, craft and lifestyle

markets, projections, lighting events and engaging performances that give residents new

reasons to visit the town centre and add to the appeal of Ashington as a destination for rail

users from summer 2024.

- Increase the understanding of the town's culture and consider contemporary responses

to

support a future focused approach and vision to reimagine the purpose and function of the town.

- Encourage business collaboration particularly with those trading in the town centre to foster a culture of working together to present the diversity of offer and ability of the town centre to promote Ashington as a destination.
- Increase civic pride, encourage public participation and create a legacy and local ownership

of annual events via partnership working and an asset-based approach.

- Support audience development, establish and nurture connections to residents, schools and local businesses.

#### **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: £387,800

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKC21 - Northumberland

#### **II.2.4) Description of the procurement**

Northumberland County Council is the lead partner for the Ashington Regeneration Programme, with funding provided by a number of different sources. As part of this Regeneration Programme, the Council seek to appoint an exceptional cultural and creative

professional team to design and deliver a distinct series of cultural events and activities that

engage local people and businesses, attract visitors and complement the Ashington Investment Plan objectives. Community engagement will be at the heart of the Animating Ashington project with a focus on children and young people.

Specifically, the project will:

- Appoint a cultural and creative professional team or company to develop and deliver a distinct programme of intergenerational cultural inspired performance events and responses

that activate, animate and mobilise the town centre, with an overall programme theme based

on colour, animation and the high street.

- Increase activity to the town's current offer including activation of existing and proposed new sites to demonstrate potential through a programme of events concentrated throughout the year. Expanded activities could include festivals, makers, craft and lifestyle markets, projections, lighting events and engaging performances that give residents new reasons to visit the town centre and add to the appeal of Ashington as a destination for rail

users from summer 2024.

- Increase the understanding of the town's culture and consider contemporary responses to

support a future focused approach and vision to reimagine the purpose and function of the town.

- Encourage business collaboration particularly with those trading in the town centre to foster a culture of working together to present the diversity of offer and ability of the town

centre to promote Ashington as a destination.

- Increase civic pride, encourage public participation and create a legacy and local ownership

of annual events via partnership working and an asset-based approach.

- Support audience development, establish and nurture connections to residents, schools and local businesses.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

#### **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**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-007118](#)

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

### **Contract No**

1

A contract/lot is awarded: Yes

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

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

10 September 2024

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

Number of tenders received: 5

Number of tenders received from SMEs: 5

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: 5

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

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

Walk The Plank

37-41 Cobden Street

Salford

M6 6WF

Country

United Kingdom

NUTS code

- UKD34 - Greater Manchester South West

The contractor is an SME

Yes

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

Total value of the contract/lot: £387,800

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

London

Country

United Kingdom