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Contract

CO0298 Communications and Marketing Framework 2

Essex County Council

F03: Contract award notice

Notice identifier: 2024/S 000-033638

Procurement identifier (OCID): ocds-h6vhtk-040d6b

Published 17 October 2024, 4:27pm

Section I: Contracting authority

I.1) Name and addresses

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

Contact

Ms Sophie Dunning

Email

sophie.dunning@essex.gov.uk

Country

United Kingdom

Region code

UKH3 - Essex

Internet address(es)

Main address

<https://www.essex.gov.uk/>

Buyer's address

<https://www.essex.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

CO0298 Communications and Marketing Framework 2

Reference number

DN698696

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Essex County Council have established a Framework Agreement for Communications and Marketing Services. The Framework has an initial two year term with options to extend in any number of periods not exceeding an extension period of 2 years in total. The maximum duration of the Framework will not exceed 4 years.

Suppliers appointed to the Framework will deliver services to the communications and marketing team as well as other officers across ECC who may have ad-hoc requirements. The Framework is divided into nine Lots including:

Lot 1A: Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

Lot 1B: Design - Branding: Identity and Guidelines

Lot 1C: Design – Publications

Lot 1D: Design - Generic materials

Lot 1E: Design - Campaign: concept and application

Lot 2: PR Services

Lot 3: Photography

Lot 4: Videography

Lot 5: Media Services

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £6,200,000

II.2) Description

II.2.1) Title

Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

Lot No

1A

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers must be skilled and experienced in accessible design, in line with Public Sector Bodies Accessibility Regulations 2018.

Requirements in this lot will involve but are not limited to:

- the creation and design of digital assets for website and mobile app interfaces, email templates and other digital materials, ensuring a seamless and engaging user experience.
- employing user-centred design principles to create interfaces that are intuitive and visually pleasing, optimizing the user experience.
- the development of designs that are responsive and adapt to various screen sizes and devices.
- creation of interactive elements and animations to enhance the user experience and engagement.
- selection of fonts and colour palettes to reinforce the brand identity and improve readability.
- use and maintenance of expertise in industry-standard design and prototyping software, such as Adobe XD, Sketch, Figma, and relevant tools.
- creation of wireframes, prototypes, and mock ups to illustrate design concepts and interactions.
- collaboration with cross-functional teams, including developers and product managers, to bring design concepts to life.

Suppliers must have an understanding of user experience (UX) and user interface (UI) design principles and best practices.

Ensures all digital designs adhere to accessibility standards and brand guidelines. Creates

accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Design - Branding: Identity and Guidelines

Lot No

1B

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Requirements in this lot will involve but are not limited to:

- development of brand identity, brand architecture including guidelines, logo, core message.

Involves development of brand propositions, visual elements and associated multi-channel style guides for services, programmes and partnerships, including but not limited to creation of identity, colour palette, typography, look and feel.

- desk or secondary research, or interrogation of research provided, to ensure solutions are in line with the requirements of the brief.
- Ensures all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Design – Publications

Lot No

1C

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Requirements in this lot will involve but are not limited to:

- layout of publications, including but not limited to strategy and policy documents and information packs, which will be made available in print or online.
- typesetting and pagination of designed documents.
- ensuring all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Design - Generic materials

Lot No

1D

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Requirements in this lot will involve but are not limited to:

- supply of graphic design and art working services for all media channels and formats including but not limited to posters, leaflets, social media assets, stands and event materials.
- ensuring all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Design - Campaign: concept and application

Lot No

1E

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Requirements in this lot will involve but are not limited to:

- The development of creative propositions, inclusive of relevant desk and secondary research to inform development.
- Production of concepts and communications propositions across all channel options, ideally developing and testing new communications ideas prior to production.
- Development of design concepts includes origination of design approaches which are suitable for the media specified. This would require delivery of a number of creative approaches for consideration by the client, in line with the brief referenced above.
- Creative development packaged for delivery or archive, ensuring accessibility standards are adhered to.
- Development of ideas and core messages including development of a campaign style guide to ensure consistency of application.
- Application of a chosen concept to required media assets.

- Ensures all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

PR Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers shall be able to provide a full PR service across a variety of projects. This may

include but is not limited to:

- Development and implementation of PR strategies, plans and tactics across a wide range of projects and campaigns. Either as a stand alone piece or in conjunction with other agencies (e.g. media buying) delivering requirements for large scale campaigns
- Message development and definition
- Content creation and distribution strategy (including seeding, syndication, blogging, social networks, video sharing, forums)
- Stakeholder mapping and engagement
- Reputation and crisis communications management
- Workshop planning
- Commission and deliver research that can extend into PR opportunities: conferences, awards, accreditations, speaking opportunities
- Media/Journalist management, particularly with specialist trade media
- PR events/stunts
- Media training of key spokespeople

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Photography

Lot No

3

II.2.2) Additional CPV code(s)

- 79960000 - Photographic and ancillary services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers shall be required to provide photography services to ECC for promotional and

marketing purposes both internally and externally including, where appropriate, storyboarding, venue/actor/models sourcing, shooting and editing. This will include but not limited to:

- offering strategic advice and guidance on best approaches;
- creation of storyboards;
- sourcing of venues, locations, props and actors/subjects/models;
- delivering the shoot;
- editing of photos;
- safe storage and sharing of images and data,
- adhering to GDPR guidelines.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Videography

Lot No

4

II.2.2) Additional CPV code(s)

- 92100000 - Motion picture and video services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

The following (non-exhaustive) list provides the scope of the Videography LOT that suppliers may be expected to supply all or some of, on behalf of ECC:

- Film production including pre- and post-production stages, storyboarding, venue/actor sourcing,
- Webinars and webcasting
- Live video
- Animation.

Suppliers will be expected to manage all aspects of video production required including provision of a rationale to support recommended approach, suggestions on implementation including channels for dissemination and evaluation of effectiveness to demonstrate achievement of objectives

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Media Services

Lot No

5

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 92000000 - Recreational, cultural and sporting services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers will be required to plan, cost and buy media advertising, including (but not limited to):

- Digital – display, social, paid search and audio
- Outdoor and ambient media
- Radio
- Print
- Addressable TV and VOD
- Media partnerships

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2024/S 000-009398](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

CO0298

Lot No

1A

Title

CO0298 Communications and Marketing Framework 2 - Lot 1A: Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Touch Graphic Design Ltd T/A Touch Design

2nd Floor, 1 Kayes Walk

Nottingham

NG1 1PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Four Agency Worldwide Ltd

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.3) Name and address of the contractor

Whatever Design Ltd

94 Brook Street, Erith

Kent

DA8 1JF

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Ranch Creative Ltd

Office 2, The Reach, 687-693 London Road

Westcliff-On-Sea

SS0 9PA

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Nomensa Ltd

Avalon, Oxford Road

Bournemouth

BH8 8EZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

By Experience Ltd

Guardian House 42 Preston New Road

Blackburn

BB2 6AH

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

Section V. Award of contract

Contract No

C00298

Lot No

1B

Title

C00298 Communications and Marketing Framework 2 - Lot 1B: Design - Branding: Identity and Guidelines

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Balfour Wong

11 Bishop Road

Chelmsford

CM1 1PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Four Agency Worldwide Ltd

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.3) Name and address of the contractor

Redmoor Health Ltd

Strawberry Fields Business Hub, Euxton Lane

Chorley, Lancashire

PR7 1PS

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Touch Graphic Design Ltd T/A Touch Design

2nd Floor, 1 Kayes Walk

Nottingham

NG1 1PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Silk Pearce Ltd

Innovation Centre, Knowledge Gateway, Boundary Road

Colchester

CO4 3ZQ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Strive Agency Ltd

5-6 Grays Yard, Springfield Road

Chelmsford

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

Section V. Award of contract

Contract No

CO0298

Lot No

1C

Title

COO298 Communications and Marketing Framework 2 - Lot 1C: Design- Publications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Balfour Wong Ltd

11 Bishop Road

Chelmsford

CM11PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

ETC Communications Ltd

4 & 5 The Cedars, Apex 12, Old Ipswich Road

Colchester

CO7 7QR

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Room for Design

Dunedin House, 14 Denshire Court, Baston, Lincolnshire

Baston

PE6 9QL

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Touch Graphic Design Ltd

1 Kayes Walk

Nottingham

NG11PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Whatever Design Ltd

Unit 71 and 73 The Link, 49 Effra Road

Brixton

SW21BZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

Section V. Award of contract

Contract No

C00298

Lot No

1D

Title

Communications and Marketing Framework 2 - Lot 1D: Design- Generic Materials

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Balfour Wong Ltd

11 Bishop Road

Chelmsford

CM111PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.3) Name and address of the contractor

North of England Commissioning Support

John Snow House, Durham University Science Park

Durham

DH1 3YG

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.3) Name and address of the contractor

Rubber Duckiee

Suite 202, The Print Rooms, 164-180 Union Street

SE1 0LH

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Silk Pearce Limited

Innovation centre, Knowledge Gateway, Boundary Road

Colchester

C043ZQ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Touch Graphic Design Ltd

1 Kayes Walk

Nottingham

NG11PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Whatever Design Ltd

Unit 71 and 73 The Link, 49 Effra Road

Brixton

SW21BZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

Section V. Award of contract

Contract No

CO0298

Lot No

1E

Title

CO0298 Communications and Marketing Framework 2 - Lot 1E: Design- Campaign Concept and Applications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Balfour Wong Ltd

11 Bishop Road

Chelmsford

CM11PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Borne Agency Ltd

Augustine Steward House, 14 Tombland

Norwich

NR31HF

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Four Agency Worldwide Limited

The Hickman Building, 2 Whitechapel Road

London

E11FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.3) Name and address of the contractor

Redmoor Health Solutions

Strawberry Fields Digital Hub

Chorley

PR71PS

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Touch Graphic Design Ltd

1 Kayes Walk

Nottingham

NG1 1PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Whatever Design Ltd

Unit 71 and 73 The Link, 49 Effra Road

Brixton

SW2 1BZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

Section V. Award of contract

Contract No

CO0298

Lot No

2

Title

CO0298 Communications and Marketing Framework 2 - Lot 2: PR Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Big Wave PR Limited

Field House, Bromley Road, Ardleigh Road

Colchester

CO77SG

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Four Agency Worldwide Limited

The Hickman Building, 2 Whitechapel Road

London

E11FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.3) Name and address of the contractor

Genesis PR Limited

Franciscan House, Princes Street

Ipswich

IP1 1UR

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Orange PR and Marketing Limited

The Nursery, Layer Marney Tower

Layer Marney

CO59US

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Pier Marketing Limited

Unit 24 Basepoint Business Centre, 70-72 The Havens

Ipswich

IP39BF

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,287,020

Section V. Award of contract

Contract No

CO0298

Lot No

3

Title

COO298 Communications and Marketing Framework 2 - Lot 3: Photography

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Big Wave PR Ltd

Field House, Bromley Road, Ardleigh

Colchester

CO77S

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Marketing Elect Ltd

4 Capricorn Centre, Cranes Farm Road

Basildon

CM33PJ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Ranch Creative Ltd

Woods Lodge Studios, Battlesbridge

Battlesbridge

SS117QU

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Mobius Agency Ltd

14 Westerings, Bickenacre

Chelmsford

CM34ND

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £36,540

Section V. Award of contract

Contract No

CO0298

Lot No

4

Title

COO298 Communications and Marketing Framework 2 - Lot 4: Videography

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Deadline Communications Ltd

361 Rayleigh Road

Leigh on Sea

SS95PS

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Jellyfielder Studios Ltd

33A St Albans Road

Colchester

CO33JQ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Main Media Ltd

129 Parkanaur Avenue

Southend on Sea

SS13JD

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Mountain Way Pictures Limited

66 Gloucester Road, Bishopston

Bristol

BS78BH

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Ranch Creative Ltd

Woods Lodge Studios

Battlesbridge

SS117QU

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Mobius Agency Ltd

14 Westerings, Bicknacre

Chelmsford

CM34ND

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,140,860

Section V. Award of contract

Contract No

CO0298

Lot No

5

Title

COO298 Communications and Marketing Framework 2 - Lot 5: Media Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 September 2024

V.2.2) Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Blue Tiger Marketing Ltd

112B High Street

Maldon

CM95ET

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.3) Name and address of the contractor

Four Agency Worldwide Ltd

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

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

Total value of the contract/lot: £2,342,620

Section VI. Complementary information

VI.3) Additional information

Lot 6: Full Service- has not been awarded as the minimum requirements were not satisfied by any bidders.

The total value set out under II 1.7 of this award notice is the maximum total estimated

framework value. This includes the maximum two year extension period with an inflation estimate included.

VI.4) Procedures for review

VI.4.1) Review body

High Court, Royal Court of Justice

The Strand

London

WC2A 2LL

Telephone

+44 20794760000

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court, Royal Court of Justice

The Strand

London

WC2A 2LL

Telephone

+44 20794760000

Country

United Kingdom