This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/034661-2023">https://www.find-tender.service.gov.uk/Notice/034661-2023</a>

Contract

# 2022-573 Social Media

AHDB (Defra Network eTendering Portal)

F03: Contract award notice

Notice identifier: 2023/S 000-034661

Procurement identifier (OCID): ocds-h6vhtk-03430f

Published 23 November 2023, 12:18pm

# **Section I: Contracting authority**

## I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

#### Contact

Sarah Waters

#### **Email**

procurement@ahdb.org.uk

#### Country

**United Kingdom** 

#### Region code

UK - United Kingdom

## Internet address(es)

Main address

https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board

Buyer's address

https://defra-family.force.com/s/Welcome

# I.4) Type of the contracting authority

Body governed by public law

# I.5) Main activity

Other activity

Agriculture and horticulture

# **Section II: Object**

# II.1) Scope of the procurement

#### II.1.1) Title

2022-573 Social Media

Reference number

2022-573

#### II.1.2) Main CPV code

• 79341400 - Advertising campaign services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Due to unforeseen circumstances, additional work was required for this contract which went over the 50% allowance of the initial contract value. Therefore AHDB had to put in place a STA to cover this works. AHDB have since changed eportals from Bravo to Atamis and can't link to any notices without raising new on Atamis in order to link to the Corrigendum.

#### 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: £750,000

## II.2) Description

#### II.2.2) Additional CPV code(s)

• 79341400 - Advertising campaign services

#### II.2.3) Place of performance

NUTS codes

• UK - United Kingdom

Main site or place of performance

UK

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

Due to unforeseen circumstances, additional work was required for this contract which went over the 50% allowance of the initial contract value. Therefore AHDB had to put in place a STA to cover this works. and will be going back out to market to remain compliant, fair and transparent to the marketplace. Timing was of the essence and therefore we could not go out to market in time for the additional requirements to start without using the route of an STA. Original notice 2022/S 000-029265

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

#### 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

Restricted 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: <u>2022/S 000-029265</u>

# 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

A contract/lot is awarded: Yes

#### V.2) Award of contract

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

16 August 2022

#### V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received by electronic means: 12

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

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

Lux Illuminating Brands

27 Maritime Street

Edinburgh

EH6 6SE

Country

**United Kingdom** 

NUTS code

• UK - United Kingdom

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: £750,000

Total value of the contract/lot: £750,000

# **Section VI. Complementary information**

## VI.4) Procedures for review

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AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

**Email** 

Procurement@ahdb.org.uk

Country

**United Kingdom** 

Internet address

https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board

### VI.4.2) Body responsible for mediation procedures

Defra Network eTendering Portal

17 Nobel House

London

SW1P3JR

Country

**United Kingdom** 

Internet address

https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs

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

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

Procurement@ahdb.org.uk

Country

United Kingdom

Internet address

https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board