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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: [2022/S 000-029265](#)

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

VI.4.1) Review body

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

SW1P 3JR

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>