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Tender

Marketing Services for the York Enhanced Bus Partnership

City of York Council

F02: Contract notice

Notice identifier: 2023/S 000-035491

Procurement identifier (OCID): ocids-h6vhtk-042103

Published 1 December 2023, 1:20pm

Section I: Contracting authority

I.1) Name and addresses

City of York Council

West Offices, Station Rise

York

YO1 6GA

Contact

Georgia Burgess

Email

georgia.burgess@york.gov.uk

Country

United Kingdom

Region code

UKE21 - York

National registration number

GB 647 3650 22

Internet address(es)

Main address

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

Buyer's address

<https://yortender.eu-supply.com/ctm/Company/CompanyInformation/Index/103839>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=75721&B=UK

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=75721&B=UK

Tenders or requests to participate must be submitted to the above-mentioned address

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

Marketing Services for the York Enhanced Bus Partnership

Reference number

81559

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

Marketing Services for the York Enhanced Bus Partnership.

City of York Council (the Council) are looking for a creative agency (the Provider) to help us to develop a brand strategy and assets to help deliver a new campaign to promote bus use within York (the Project). The campaign needs to address the whole picture, from choosing how to travel, getting to the bus stop, using the bus, the actual journey and arrival points – a complete circular experience of travel by bus. We will also target specific audiences for those populations where funding is being used to reduce fares.

II.1.5) Estimated total value

Value excluding VAT: £199,500

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE21 - York

II.2.4) Description of the procurement

Marketing Services for the York Enhanced Bus Partnership

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £199,500

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

15

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2) Time limit for receipt of tenders or requests to participate

Date

5 January 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

5 January 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

The High Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

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

The High Court of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom