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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): ocds-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](mailto: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/rwlentrance\\_s.asp?PID=75721&B=UK](https://uk.eu-supply.com/app/rfq/rwlentrance_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/rwlentrance\\_s.asp?PID=75721&B=UK](https://uk.eu-supply.com/app/rfq/rwlentrance_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

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## **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

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## **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

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## **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

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## **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