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Tender

# 2023-646 Social media requirements

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2023/S 000-035729

Procurement identifier (OCID): ocds-h6vhtk-0421a4

Published 5 December 2023, 8:46am

# **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.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

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

# 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

2023-646 Social media requirements

Reference number

2023-646

## II.1.2) Main CPV code

• 79342000 - Marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

AHDB would like to procure a social media partner to deliver its domestic, consumerfacing 'always-on' social media activity, to help us creatively achieve our goals, whilst complying with legal obligations, and ensuring the best return on our levy payers' money.

The current brands are as follows:

- We Eat Balanced ('We' will change to 'Let's' Dec 2023)
- Love Pork
- Simply Beef & Lamb

However, there's potential for social media needs to change over time, depending on developing business requirements.

The electronic address at which the Procurement Documents have been made directly available by AHDB by electronic means is <a href="https://defra-family.force.com/s/Welcome">https://defra-family.force.com/s/Welcome</a>. This is AHDB's e-Sourcing portal.

### II.1.5) Estimated total value

Value excluding VAT: £5,000,000

### 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

## II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

Main site or place of performance

**United Kingdom** 

## II.2.4) Description of the procurement

AHDB would like to procure a social media partner to deliver its domestic, consumerfacing 'always-on' social media activity, to help us creatively achieve our goals, whilst complying with legal obligations, and ensuring the best return on our levy payers' money.

The current brands are as follows:

- We Eat Balanced ('We' will change to 'Let's' Dec 2023)
- Love Pork
- Simply Beef & Lamb

However, there's potential for social media needs to change over time, depending on developing business requirements.

AHDB's total spend for social media is variable, depending on business requirements. The table below indicates an approximate spend over the last few years. Future spend may increase or decrease over the life of the new contract.

Regardless of spend, we expect value for money and a strong return on investment.

2023-24 £700-750k 2022-23 £330k 2021-22 £400k

AHDB reserves the right, if required, to source additional social media support, as there may be instances where better value / specialist support can be achieved elsewhere. In such cases, our social media partner will be advised and consulted with accordingly.

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

## II.2.6) Estimated value

Value excluding VAT: £5,000,000

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

Start date

1 April 2024

End date

31 March 2030

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As stated in documents

## 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

22 January 2024

Local time

12:00pm

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

## English

## IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

## IV.2.7) Conditions for opening of tenders

Date

22 January 2024

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Opened by Procurement Managers

# **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

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

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

**United Kingdom** 

Internet address

 $\underline{https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs}\\$