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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, consumer-facing '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 <https://defra-family.force.com/s/Welcome>. 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, consumer-facing '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

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