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Tender

## **PR and Event agency requirement in the food sector (Paris region) for AHDB**

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2024/S 000-036018

Procurement identifier (OCID): ocds-h6vhtk-04b487

Published 7 November 2024, 9:50am

### **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](mailto: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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

PR and Event agency requirement in the food sector (Paris region) for AHDB

Reference number

2024-713

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

AHDB intend to procure a Contract to a successful Supplier for the provision of a PR and Event Agency in the food sector (Paris region).

required from the successful supplier mainly for the events below:

Top Pros – occurs once a year in October, with the aim at inviting head butchers from supermarkets, who sell St George lamb and organise in-store activities/activations.

Escoffier – an exclusive culinary event organised by the Disciples Escoffier International.

Example of tasks would be drafting and creating press kits and press releases, drafting and creating invitations, distribution and follow-up/confirmation, establishing press files and identifying influencers etc.

#### **II.1.5) Estimated total value**

Value excluding VAT: £733,333

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

France (mainly Paris)

### **II.2.4) Description of the procurement**

AHDB France is looking for a communication agency specialized in food to manage our press relations and events in exclusively in France. AHDB require a dedicated project manager and on events, a small team of 3 or 4 persons will be required to fulfil the needs of this contract.

The estimated total budget is £220k per year. This contract will have options to extend by 1+1 +1 years, taken in yearly increments. Budget and activities will be agreed at the signing of any extension option.

AHDB France organise or participate in around 10/12 events per year. Support will be required from the successful supplier mainly for the events below:

Top Pros – occurs once a year in October, with the aim at inviting head butchers from supermarkets, who sell St George lamb and organise in-store activities/activations.

Escoffier – an exclusive culinary event organised by the Disciples Escoffier International.

Example of tasks would be drafting and creating press kits and press releases, drafting and creating invitations, distribution and follow-up/confirmation, establishing press files and identifying influencers etc.

The closing date for this tender opportunity is NOON 10th January 2025

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.2.5) Award criteria**

Quality criterion - Name: Quality/Technical / Weighting: 75

Price - Weighting: 25

### **II.2.6) Estimated value**

Value excluding VAT: £7,333,333

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

Start date

1 April 2025

End date

31 March 2029

This contract is subject to renewal

Yes

Description of renewals

Yearly renewals if required

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

List and brief description of conditions

As per details in specification and award criteria

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As per details in specification and award criteria

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As per details in specification and award criteria

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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

10 January 2025

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

10 January 2025

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Yearly extension options available

### **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](mailto: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>