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Tender

2024-729 AHDB France requirements for graphic design & communications (Website maintenance/Digital actions/Content creation/Print)

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2024/S 000-039414

Procurement identifier (OCID): ocds-h6vhtk-04c2f8

Published 6 December 2024, 12:12pm

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 electronically via

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

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2024-729 AHDB France requirements for graphic design & communications (Website maintenance/Digital actions/Content creation/Print)

Reference number

2024-729

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB France intend to procure a digital agency, preferably based in France and specialising in the food sector for graphic design and communications requirements. The successful agency must be able to meet the needs of AHDB in terms of 4 main areas, shown below:

- 1) Website design and development
- 2) Digital Content creation (SEO driven articles, graphics and videos)
- 3) Digital promotion and communication activities in general, aimed at professionals through social media and other channels
- 4) Offline design: support alignment between offline and online branded assets. Offline assets may include brochures, posters, labels, invitations, leaflets, adverts in trade magazines, logos etc

Proposals must be submitted in French. 80% of the documents are produced in French, 20% in English.

The maximum budget is €100 K for the first year, VAT excluded, and up to 150K per annum for the following 2 years therefore there is the potential for a total contract amount of €400k if all extensions are taken up by AHDB.

The closing date and time for this opportunity is NOON on the 20th January 2025.

Initial contract period is for 1 year with the option to extend by 1+1

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: £275,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

France

II.2.4) Description of the procurement

AHDB France wishes to select a digital agency preferably based in France, which specializes in the food sector. This agency must be able to meet the needs of AHDB in terms of 4 main areas, as listed below:

- 1) Website design and development
- 2) Digital Content creation (SEO driven articles, graphics and videos)
- 3) Digital promotion and communication activities in general, aimed at professionals through social media and other channels
- 4) Offline design: support alignment between offline and online branded assets. Offline assets may include brochures, posters, labels, invitations, leaflets, adverts in trade magazines, logos...

The successful agency must have the expertise and experience to cover all aspects of the requirements set out within the specification.

The agency will be required amongst other requirement to provide artwork, design files, wording of all documents and items relating to the marketing and the promotional

activities of the Quality Meat from Britain brand in France.

The ultimate objective of the successful agency is to create a strong and positive image of the British beef and lamb industry in France through the Quality Meat from Britain brand.

The focus will be on promoting the key messages of the brand, highlighting taste, natural production methods, freshness, animal welfare standards, environmental responsibility, consistency, regularity of supply through the Quality Meat from Britain brand.

The target audience is B2B, and includes red-meat importers, wholesalers, retailers, head butchers, chefs, food service professionals...

The successful agency will be required to provide artwork, design, and wording of all documents and items relating to the marketing and promotional activities of Quality Meat from Britain in France, as set out within this specification.

Please register and refer to the Specification of Requirements on the Atamis portal if you are interested in this tender opportunity.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £275,000

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

Start date

1 April 2025

End date

31 March 2028

This contract is subject to renewal

Yes

Description of renewals

Initial 1 year contract with options to extend by 1+1

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 per tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As stated within the tender 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

20 January 2025

Local time

12:00pm

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

French

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

20 January 2025

Local time

1:00pm

Place

AHDB HQ (UK)

Information about authorised persons and opening procedure

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>