

United Kingdom-London: Advertising management services
OJ S 15/2020 22/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tate Gallery
Postal address: 20 John Islip Street
Town: London
NUTS code: UKI London
Postal code: SW1P 4RG
Country: United Kingdom
E-mail: declan.mcalister@tate.org.uk
Telephone: +44 2078878811
Internet address(es):
Main address: www.tate.org.uk

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media Sales
Reference number: MS_19

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Tate are re-tendering our Media Sales contract for the Tate publications of Tate Etc. and the Tate Guide. 'Tate Etc.' is the highest circulation art magazine in Europe, with a circulation over 105 000. It is published 3 times a year and mailed to Tate members, patrons and trustees. Tate Guide is our bi-monthly listings magazine, published 6 times a year and is also mailed to Tate members, patrons and trustees.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 000 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKI London

Main site or place of performance: London.

II.2.4. Description of the procurement

Tate are re-tendering our Media Sales contract for the Tate publications of Tate Etc. and the Tate Guide. 'Tate Etc.' is the highest circulation art magazine in Europe, with a circulation over 105 000. It is published 3 times a year and mailed to Tate members, patrons and trustees. Tate Guide is our bi-monthly listings magazine, published 6 times a year and is also mailed to Tate members, patrons and trustees.

We are seeking proposals that will increase our advertising revenue, to improve revenue collections and for the successful supplier to build and maintain advertiser relationships by building a regular roster of advertisers.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 90

Cost criterion - Name: Price / Weighting: 10

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 202-491587](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: MS_19

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Cultureshock

National registration number: 4575767

Postal address: Sigma House, Oak View Close, Edginswell Park

Town: Torquay

NUTS code: UKK42 Torbay

Postal code: TQ2 7FF

Country: United Kingdom

Internet address: <http://www.cultureshockmedia.co.uk>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 000 000,00 GBP

Total value of the contract/lot: 1 000 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=465889111>

Go reference: GO-2020121-PRO-15842849

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tate Gallery

Postal address: 20 John Islip Street

Town: London

Postal code: SW1P 4RG

Country: United Kingdom

Telephone: +44 2078212960

VI.4.2. Body responsible for mediation procedures

Official name: Tate Gallery

Postal address: 20 John Islip Street
Town: London
Postal code: SW1P 4RG
Country: United Kingdom
Telephone: +44 2078212960

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tate Gallery
Postal address: 20 John Islip Street
Town: London
Postal code: SW1P 4RG
Country: United Kingdom
Telephone: +44 2078212960

VI.5. Date of dispatch of this notice

21/01/2020