

United Kingdom-Sheffield: Advertising campaign services

OJ S 85/2020 30/04/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: British Business Bank

Postal address: Steel City House, West Street

Town: Sheffield

NUTS code: UKE32 Sheffield

Postal code: S1 2GQ

Country: United Kingdom

Contact person: Lesley Barr

E-mail: lesley.barr@british-business-bank.co.uk

Telephone: +44 1142062131

Internet address(es):Main address: <https://www.british-business-bank.co.uk>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.delta-esourcing.com/tenders/UK-UK-Sheffield:-Advertising-campaign-services./S533CYW9U9>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Paid Media Buying Services

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Provision of media planning and buying services for the British Business Bank and its brands, with focus on but not limited to digital advertising channels (paid search, social and display advertising).

II.1.5. Estimated total value

Value excluding VAT: 7 000 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: UNITED KINGDOM.

II.2.4. Description of the procurement

Provision of media planning and buying services for the British Business Bank and its brands, with focus on but not limited to digital advertising channels (paid search, social and display advertising). Total contract value approximately BGP 4 m-GBP 7 m over the 4 years of the life of the contract.

The British Business Bank (BBB) are seeking to appoint an agency to consolidate all media planning, buying and optimisation of campaigns across the British Business Bank's (BBBs) and Start Up Loans (SULs) paid media channels into one provider service which can provide full outcome-based end to end national and regional campaign management.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 7 000 000,00 GBP

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

Duration in months: 48

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

II.2.14. Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/S533CYW9U9>

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

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.1.3. 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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 02/06/2020 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

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: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 02/06/2020 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic payment will be used

VI.3. Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Sheffield:-Advertising-campaign-services./S533CYW9U9>

To respond to this opportunity, please click here: <https://www.delta-esourcing.com/respond/S533CYW9U9>

Go reference: GO-2020428-PRO-16451751

VI.4. Procedures for review

VI.4.1. Review body

Official name: British Business Bank

Postal address: Steel City House, West Street

Town: Sheffield

Postal code: S1 2GQ

Country: United Kingdom

Telephone: +44 1142062131

VI.5. Date of dispatch of this notice

28/04/2020