

United Kingdom-Banbury: Advertising and marketing services
OJ S 112/2020 11/06/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Waste and Resources Action Programme

Postal address: Second Floor, Blenheim Court, 19 George Street

Town: Banbury

NUTS code: UK United Kingdom

Postal code: OX16 5BH

Country: United Kingdom

E-mail: hannah.lucas@wrap.org.uk

Telephone: +44 1295817860

Internet address(es):

Main address: www.wrap.org.uk

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

WRAP Behaviour Change Brands and Campaigns

Reference number: BHV020

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

WRAP's behaviour change brands are a core part of the way we engage with individuals to drive behaviour change in our priority areas of food, plastics, textiles and resource management.

Once appointed we will require agencies to develop and deliver creative ideas, concepts, campaigns and cost models against specific requirements over the contract duration.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 9 166 666,00 GBP

II.2. Description

II.2.1. Title

Resource Management

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79341400 Advertising campaign services, 79311410 Economic impact assessment

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

Resource management:

- Recycle Now,
- Citizen Plastics,
- Love Your Clothes.

II.2.5. Award criteria

Price

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:
yes

Identification of the project: Some individual items of work under this lot may relate to FP7, Horizon2020, LIFE and/or any other EU-funded projects/programmes WRAP is or becomes involved with, although this is unlikely.

II.2.14. Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/D83VPR854M>

II.2. Description

II.2.1. Title

Food Waste

Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79341400 Advertising campaign services, 79311410 Economic impact assessment

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

- Food waste:
- Love Food Hate Waste,
 - Wasting Food It's Out of Date,
 - Guardians of Grub,
 - Small Change Big Difference.

II.2.5. Award criteria

Price

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:
yes

Identification of the project: Some individual items of work under this lot may relate to FP7, Horizon2020, LIFE and/or any other EU-funded projects/programmes WRAP is or becomes involved with, although this is unlikely.

II.2.14. Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/D83VPR854M>

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 244-600623](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:2019/S 244-600623)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/03/2020

V.2.2.

Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Radley Yeldar Ltd

National registration number: 2049294

Postal address: 24 Charlotte Road

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 833 333,00 GBP

Total value of the contract/lot: 5 833 333,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/03/2020

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Kindred Agency Ltd

National registration number: 07387574

Postal address: 4th Floor, Dean Bradley House, 52 Horseferry Road

Town: London

NUTS code: UK United Kingdom

Postal code: SW1P 2AF

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 3 333 333,00 GBP

Total value of the contract/lot: 3 333 333,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

All values expressed within this contract notice are maximum values and are not intended to represent a guarantee of the level or value of contract that may ultimately be awarded to any supplier.

To view this notice, please click here: <https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=499645548>

Go reference: GO-202068-PRO-16698919

VI.4. Procedures for review

VI.4.1. Review body

Official name: Waste and Resources Action Programme

Postal address: Second Floor, Blenheim Court, 19 George Street

Town: Banbury

Postal code: OX16 5BH

Country: United Kingdom

Telephone: +44 1295817860

VI.4.2. Body responsible for mediation procedures

Official name: Waste and Resources Action Programme

Postal address: Second Floor, Blenheim Court, 19 George Street

Town: Banbury

Postal code: OX16 5BH

Country: United Kingdom

Telephone: +44 1295819900

VI.5. Date of dispatch of this notice

08/06/2020