

**United Kingdom-Sheffield: Advertising campaign services**  
**OJ S 203/2020 19/10/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto:lesley.barr@british-business-bank.co.uk)

Telephone: +44 1142062131

**Internet address(es):**

Main address: <https://www.british-business-bank.co.uk>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Economic and financial affairs

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**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.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 3 750 000,00 GBP

### **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 GBP 4 million — GBP 7 million 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**

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Price / Weighting: 20

#### **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 IV: Procedure**

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### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 085-203441](https://eur-lex.europa.eu/eli/s/2020/S_085-203441)

#### **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

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**Title:**

Paid Media Buying Services

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

15/09/2019

#### V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 10

Number of tenders received by electronic means: 10

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

#### V.2.3. Name and address of the contractor

Official name: McAnn Central Ltd

National registration number: 01983874

Postal address: Highlands Road, Shirley

Town: Solihull

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Total value of the contract/lot: 3 750 000,00 GBP

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### 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.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=534398764>

GO Reference: GO-20201014-PRO-17220624

### 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**

14/10/2020