

United Kingdom-Coventry: Advertising and marketing services

OJ S 5/2018 09/01/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The ExtraCare Charitable Trust

Postal address: 7 Harry Weston Road, Binley Business Park

Town: Coventry

NUTS code: UK United Kingdom

Postal code: CV3 2SN

Country: United Kingdom

Contact person: Rebecca Devaney

E-mail: rebecca.devaney@extracare.org.uk**Internet address(es):**Main address: <https://www.extracare.org.uk>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.in-tendhost.co.uk/extracare>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.in-tendhost.co.uk/extracare>

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

I.4. Type of the contracting authority

Other type: Charitable Trust

I.5. Main activity

Other activity: Housing and community amenities

Section II: Object

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

Framework Agreement for the Provision of On and Off-line Marketing, Media and Stakeholder Engagement Services

Reference number: RD-JAN-MARKETING-2018

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

ExtraCare Charitable Trust is conducting an OJEU tender for the Framework Agreement for the Provision of On and Off-line Marketing, Media and Stakeholder Engagement Services.

This tender is split into 5 lots:

- Lot 1: Digital - Web Design and Hosting,
- Lot 2: Digital - Web Marketing Strategy and Analysis,
- Lot 3: Marketing Strategy and Engagement,
- Lot 4: Media Relations, and,
- Lot 5: Stakeholder - Specialist Engagement.

II.1.5. Estimated total value

Value excluding VAT: 1,20 GBP

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Web Marketing, Strategy & Analysis

Lot No: Lot 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Summary:

- campaign strategy and analysis,
- development and management of SEO/PPC campaigns,
- monitoring and reporting of website visits/traffic (e.g. Google Analytics/similar software),
- social media analysis and strategy.

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: 200 000,00 GBP

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

There are 2 options to extend subject to price and performance.

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

II.2. Description

II.2.1. Title

Stakeholders - Specialist Engagement
Lot No: Lot 5

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Summary:

Marketing/public relations intelligence linked to:

— Local and National Government Older Housing Sector (Commercial and not for profit),

— Charity Sector (Profile and fundraising linked to elder health, well-being, care, housing, and lifestyle,

— research, strategy, planning, implementation and monitoring linked to media, briefing, award, conference, round-table, opportunities related to:

— — the Government,

— — Local Authority NHS and Health Partners Trade Bodies (Housing, Social Care, and Health),

— — Regulators Award Bodies Sector Conferences (Housing, Social Care, and Health),

— — Sector Media (Housing, Social Care, and Health),

— — Event strategy linked to all of the above.

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: 200 000,00 GBP

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Subject to price and performance 2 options to extend.

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

II.2. Description

II.2.1. Title

Marketing Strategy and Engagement
Lot No: Lot 3

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Summary:

Marketing Intelligence linked to:

- Older Housing Sector (Commercial and not for profit) Charity Sector (Profile and fundraising linked to elder health, well-being, care, housing, and lifestyle),
- research, strategy, planning, implementation, and monitoring linked to target audiences,
- design and production of print and digital marketing and communications tools including:
 - — brochures, magazines, newsletters, adverts, reports, corporate publications, presentations display stands and promotional materials signage and external building/street branding, branding and visual identities,
 - — output of branded tools across print and digital platforms Marketing and editorial copy photography film production and post-production,
 - — concept to script to directing, editing and motion graphics: case studies, promotional films event strategy, creation, management and implementation advertising campaign strategy, buying, negotiations, placement, copy, design, and production, monitoring asset storage (e.g. signage, equipment).

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: 20 000,00 GBP

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

There will be 2 options to renew for a further 12 months subject to price and performance.

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

II.2. Description

II.2.1. Title

Media Relations
Lot No: Lot 4

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Summary:

Media Relations intelligence linked to:

- Older Housing Sector (Commercial and not for profit) Charity Sector (Profile and fundraising linked to elder health, well-being, care, housing and lifestyle,
- research, strategy, planning, implementation and monitoring linked to target audiences,
- strategy, planning and delivery writing on and off line press releases, articles, features, newsletters, in-house magazines, pamphlets, blogs, presentations, speeches, briefings and comment creating briefs and selling in stories to journalists interviewing spokespeople,
- customers and creating case studies drawing up target media lists and contacts and reporting/evaluation Development of a social media strategy and implementation linked to press issues Assist with the charity's response to crisis media enquiries Oversee production of visual (film/ video/ photography), audio and electronic material, including preparation of information for intranet and website.

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: 200 000,00 GBP

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

There are 2 options to extend subject to price and performance.

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

II.2. Description

II.2.1. Title

Wed Design & Hosting
Lot No: Lot 1

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Summary:

- website design, development, and build for content managed websites (including an equivalent to Umbraco),
- development of online/multimedia tools such as interactive PDFs, online magazines, animations, and,
- Apps Web maintenance Web hosting Creation of E-commerce platforms.

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: 400 000,00 GBP

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Subject to 2 options to extend subject to price and performance.

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

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 25 In the case of framework agreements, provide justification for any duration exceeding 4 years: Not applicable

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: 08/02/2018 Local time: 21:25

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: 13/02/2018 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Royal Courts Of Justice

Postal address: WC2A 2LL

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

VI.4.2. Body responsible for mediation procedures

Official name: ExtraCare Charitable Trust

Postal address: CV3 2SN

Town: Coventry

Postal code: CV3 2SN

Country: United Kingdom

E-mail: rebecca.devaney@extracare.org.uk

VI.5. Date of dispatch of this notice

05/01/2018

