

UK-Manchester: market and economic research; polling and statistics
OJ S 19/2012 28/01/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: General Medical Council
Postal address: 3 Hardman Street
Town: Manchester
Postal code: M3 3AW
Country: United Kingdom
Contact person: Procurement
For the attention of: Chris Park
E-mail: gmctenders@gmc-uk.org
Telephone: +44 1619236360
Fax: +44 8453570025

Internet address(es):

General address of the contracting authority: <http://www.gmc-uk.org>
Address of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA19541

I.2. Type of the contracting authority

Other: Medical regulatory

I.3. Main activity

Other: Medical regulatory

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Brand strategy management.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: All GMC offices.

NUTS code UK United Kingdom

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

We want the GMC to be recognised as a patient safety body, which is making a significant

contribution to improving the quality of healthcare across the UK.

To do that, we need to tell a clear and compelling story about who we are and why we matter.

II.1.5. CPV code(s)

79300000 Market and economic research; polling and statistics

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Accelerated restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Operational proposal. Weighting 50
2. Ability to add value. Weighting 15
3. Account management. Weighting 10
4. Financial proposal. Weighting 25

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

GMC062

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2011/S 225-365489](#) of 23.11.2011

Section V: Award of contract

Lot title: Brand strategy management.

V.1. Date of conclusion of the contract

19.12.2011

V.2. Information about tenders

Number of tenders received: 21

V.3. Name and address of the contractor

Official name: Elmwood

Postal address: 19-23 Fitzroy Street

Town: London

Postal code: W1T 4BP

Country: United Kingdom

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information
(MT Ref:85377).

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice
26.1.2012