

United Kingdom-Stratford: Real estate services
OJ S 21/2014 30/01/2014
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: East Thames Group
Postal address: 29-35 West Ham Lane
Town: Stratford
Postal code: E15 4PH
Country: United Kingdom
Contact person: East Thames Group
For the attention of: Gerard P McCormack
E-mail: gerard.mccormack@east-thames.co.uk
Telephone: +44 2085222699

Internet address(es):

General address of the contracting authority: <http://www.east-thames.co.uk>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

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

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Housing and community amenities

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 attributed to the contract by the contracting authority

Provision of Marketing and Design Services for the Sale of New Homes.

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

Services

Service category No 27: Other services

Main site or place of performance: East London and Essex.

NUTS code

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 6

Duration of the framework agreement

Duration in years: 3

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 1 500 000 and 1 800 000 GBP

II.1.5. Short description of the contract or purchase(s)

Marketing and Design for Developments.

II.1.6. CPV code(s)

70000000 Real estate services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The requirement is to provide marketing and design services covering the following lot activities: 1) Signage for all properties 2) Design of brochures and floor plans 3) Print of brochures and floor plans 4) Media for all property sales 5) Website development including micro sites as needed and 6) Show home design and fit out.

Estimated value excluding VAT:

Range: between 1 500 000 and 1 800 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: Range: between 1 and 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

II.3. Duration of the contract or time limit for completion

Start 2.6.2014. Completion 31.5.2017

Information about lots

Lot No: 1

Lot title: Signage for Developments

1) Short description

2) CPV code(s)

70000000 Real estate services

3) Quantity or scope

Variable

Estimated value excluding VAT:

Range: between 20 000 and 100 000 GBP

4) Indication about different time frame or duration

Start 2.6.2014. Completion 31.5.2017

5) Additional information about lots

Lot No: 2

Lot title: Design of Brochures and Floor Plans

1) Short description

2) CPV code(s)

70000000 Real estate services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 20 000 and 100 000 GBP

4) Indication about different time frame or duration

Start 2.6.2014. Completion 31.5.2017

5) Additional information about lots

Lot No: 3

Lot title: Print of Brochures and Floor Plans

1) Short description

2) CPV code(s)

70000000 Real estate services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 20 000 and 100 000 GBP

4) Indication about different time frame or duration

Start 2.6.2014. Completion 31.5.2017

5) Additional information about lots

Lot No: 4

Lot title: Media for Property Sales

1) Short description

2) CPV code(s)

70000000 Real estate services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 20 000 and 100 000 GBP

4) Indication about different time frame or duration

Start 2.6.2014. Completion 31.5.2017

5) Additional information about lots

Lot No: 5

Lot title: Website Development

1) Short description

2) CPV code(s)

70000000 Real estate services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 20 000 and 100 000 GBP

4) Indication about different time frame or duration

Start 2.6.2014. Completion 31.5.2017

5) Additional information about lots

Lot No: 6

Lot title: Design and Fit Out of Show Homes

1) Short description

2) CPV code(s)

70000000 Real estate services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 20 000 and 100 000 GBP

4) Indication about different time frame or duration

Start 2.6.2014. Completion 31.5.2017

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

None.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

None.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Standard.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: None.

III.2.2. Economic and financial ability

List and brief description of conditions: Documented evidence of financial standing.
Minimum level(s) of standards possibly required: None.

III.2.3. Technical and professional ability

List and brief description of conditions:
Proven track record of success in delivering the lots they are bidding for.
Minimum level(s) of standards possibly required:
None.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 4: and Maximum number 8
Objective criteria for choosing the limited number of candidates: Ability to meet the requirements in the specification at a competitive charge and generate supply options and contingency during the period of the contract.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

ETGM&DJan14

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 26.2.2014

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

26.2.2014

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

28.2.2014

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: East Thames Group

Postal address: 29-35 West Ham Lane Stratford London

Town: Stratford

Postal code: E15 4PH

Country: United Kingdom

Telephone: +44 2085222699

Fax: +44 2085222015

Internet address: www.east-thames.co.uk

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: Ten days after notification of the award of the contract or elimination from bid process.

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

29.1.2014