

United Kingdom-Sevenoaks: Printing services
OJ S 27/2014 07/02/2014
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: West Kent Housing Association

Postal address: 101 London Road

Town: Sevenoaks

Postal code: Kent

Country: United Kingdom

For the attention of: Suzanne Smith

E-mail: suzanne.smith@wkha.org.uk

Internet address(es):

General address of the contracting authority: www.westkent.org

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

Printing, Advertising and Graphic Design Services Contract.

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

Services

Service category No 15: Publishing and printing services on a fee or contract basis

NUTS code UKJ4 Kent

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

The notice involves a public contract

II.1.4. Information about framework agreement

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

West Kent Housing Association (West Kent) wishes to procure and award a Contract for the provision of various printing, advertising and graphic design services.

We are looking for an expert full service creative agency to supply creative design, marketing materials, media space procurement, and print services for our residents, staff and stakeholders. We want to establish a partnership that delivers value for money, excellent customer service with good attention to detail and a drive to evolve our communications with residents to be as reliant on e-channels as our technology allows.

We are looking for a creative agency to partner with us to:

- Understand us, our business and the challenges and opportunities our sector faces
- Work with us and our resident consultation groups and take their views into consideration
- Champion plain English and apply our branding and style guides
- Help us deliver our commitment to a green and sustainable environment
- Communicate clear, and sometimes complex messages with compelling artwork
- Recommend suitable platforms and formats to engage our audiences, including hard to reach audiences for example: people who are vulnerable due to disability, social or minority issue, older people, people on low incomes, people who do not have internet access
- Spur audiences to action; evoke an emotional response to drive behavioural change
- Consistently deliver excellent services, including partnering with us to ensure robust proofing procedures, and
- Encourage and challenge us to reduce print volumes

Further information about the Contract is contained in the Pre Qualification Questionnaire (PQQ).

It is envisaged that the Contract will last for an initial period of 1 year, with an option to extend for a further 2 years at West Kent's discretion, giving a total potential term of 3 years.

II.1.6. CPV code(s)

79810000 Printing services, 79341000 Advertising services, 79822500 Graphic design 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: no

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 total value of the services to be carried out under the Contract is estimated to be approximately 300 000 GBP over the potential 3 year term.

Estimated value excluding VAT: 300 000 GBP

II.2.2. Information about options

Options: yes

Description of options: It is envisaged that the Contract will last for an initial period of 1 year, with an option to extend for a further 2 years at West Kent's discretion, giving a total potential term of 3 years.

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Duration in months: 180 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Parent company guarantees, performance bonds, warranties and/or deposits may be required.

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

To be included in the contract documentation.

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

In the event of a group of contractors submitting an acceptable offer it will be necessary to provide an undertaking that each company will be jointly and severally responsible for the due performance of the Contract.

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: In accordance with Articles 45 to 50 of Directive 2004/18/EC and Regulations 23 to 25 of the Public Contracts Regulations 2006 and as set out in the PQQ.

III.2.2. Economic and financial ability

List and brief description of conditions: The information and formalities set out in Article 47 of Directive 2004/18/EC and Regulation 24 Public Contracts Regulations 2006. These requirements are set out in the PQQ.

Minimum level(s) of standards possibly required: Please refer to the PQQ referred to above

III.2.3. Technical and professional ability

List and brief description of conditions:

The information and formalities set out in Article 48 of Directive 2004/18/EC and Regulation 25 Public Contracts Regulations 2006. These requirements are set out in the PQQ.

Minimum level(s) of standards possibly required:

Please refer to the PQQ referred to above.

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 5: and Maximum number 6

Objective criteria for choosing the limited number of candidates: As set out in the PQQ.

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

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated no

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

Printing, Advertising and Graphic Design Services Contract.

IV.3.2. Previous publication concerning this procedure

no

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

Payable documents: no

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

5.3.2014 - 12:00

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

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

Persons authorised to be present at the opening of tenders: no

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

A copy of the Pre Qualification Questionnaire for this procurement can be obtained by sending an email to: suzanne.smith@wkha.org titled 'Printing, Advertising and Graphic Design Services Contract'

West Kent reserves the right to cancel the procurement and not to proceed with all or part of the Contract.

West Kent will not, under any circumstances, reimburse any expense incurred by Applicants in preparing their PQQ or tender submissions.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Body responsible for mediation procedures

Official name: High Court

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: In accordance with Regulation 32, 32A and Part 9 of the Public Contracts Regulations 2006 (as amended)

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

Official name: Cabinet Office

VI.5. Date of dispatch of this notice

3.2.2014