

**United Kingdom-London: News-agency services**  
**OJ S 22/2018 01/02/2018**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Financial Conduct Authority  
Postal address: 25 The North Colonnade  
Town: London  
NUTS code: UK United Kingdom  
Postal code: E14 5HS  
Country: United Kingdom  
E-mail: [FSPProcurement@fca.org.uk](mailto:FSPProcurement@fca.org.uk)  
**Internet address(es):**  
Main address: [www.fca.org.uk](http://www.fca.org.uk)  
Address of the buyer profile: [www.fca.bravosolution.co.uk](http://www.fca.bravosolution.co.uk)

**I.1. Name and addresses**

Official name: Bank of England  
Town: London  
NUTS code: UK United Kingdom  
Country: United Kingdom  
E-mail: [FSPProcurement@fca.org.uk](mailto:FSPProcurement@fca.org.uk)  
**Internet address(es):**  
Main address: [www.bankofengland.co.uk](http://www.bankofengland.co.uk)

**I.1. Name and addresses**

Official name: Prudential Regulation Authority  
Town: London  
NUTS code: UK United Kingdom  
Country: United Kingdom  
E-mail: [FSPProcurement@fca.org.uk](mailto:FSPProcurement@fca.org.uk)  
**Internet address(es):**  
Main address: [www.bankofengland.co.uk/prudential-regulation](http://www.bankofengland.co.uk/prudential-regulation)

**I.1. Name and addresses**

Official name: Payment Systems Regulator  
Town: London  
NUTS code: UK United Kingdom  
Country: United Kingdom  
E-mail: [FSPProcurement@fca.org.uk](mailto:FSPProcurement@fca.org.uk)  
**Internet address(es):**  
Main address: [www.psr.org.uk](http://www.psr.org.uk)

**I.1.**

**Name and addresses**

Official name: Financial Services Compensation Scheme

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: [FSPProcurement@fca.org.uk](mailto:FSPProcurement@fca.org.uk)

**Internet address(es):**

Main address: [www.fscs.org.uk](http://www.fscs.org.uk)

**I.1. Name and addresses**

Official name: Financial Ombudsman Service

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: [FSPProcurement@fca.org.uk](mailto:FSPProcurement@fca.org.uk)

**Internet address(es):**

Main address: [www.financial-ombudsman.org.uk](http://www.financial-ombudsman.org.uk)

**I.1. Name and addresses**

Official name: The Pensions Regulator

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: [FSPProcurement@fca.org.uk](mailto:FSPProcurement@fca.org.uk)

**Internet address(es):**

Main address: <http://www.thepensionsregulator.gov.uk/>

**I.2. Information about joint procurement**

The contract involves joint procurement

The contract is awarded by a central purchasing body

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.fca.bravosolution.co.uk](http://www.fca.bravosolution.co.uk)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [www.fca.bravosolution.co.uk](http://www.fca.bravosolution.co.uk)

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: [www.fca.bravosolution.co.uk](http://www.fca.bravosolution.co.uk)

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

Body governed by public law

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

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

**II.1.1. Title**

TEN-17-102 Communications Services  
Reference number: TEN-17-102

**II.1.2. Main CPV code**

92400000 News-agency services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The FCA is looking to establish a 4-year communications framework with six (6) Lots. The framework will replace a number of existing FCA contracts which expire in 2018.

**II.1.5. Estimated total value**

Value excluding VAT: 21 000 000,00 GBP

**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 6

**II.2. Description****II.2.1. Title**

Creative Agency  
Lot No: 1

**II.2.2. Additional CPV code(s)**

92310000 Artistic and literary creation and interpretation services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: London

**II.2.4. Description of the procurement**

The Services to be provided under the Framework Agreement for Lot 1 include the development and delivery of advertising and marketing, creative development and production services for all digital and offline channels.

**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: 3 500 000,00 GBP

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

Duration in months: 48

This contract is subject to renewal: no

**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**

Public Relations  
Lot No: 2

##### **II.2.2. Additional CPV code(s)**

98112000 Services furnished by professional organisations

##### **II.2.3. Place of performance**

NUTS code: UK United Kingdom  
Main site or place of performance: London.

##### **II.2.4. Description of the procurement**

2.1. We are looking for an Agency that can develop public relations themes, strategies, plans and tactics across campaigns, whether Business to Consumer (B2C) or Business to Business (B2B).

##### **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: 1 000 000,00 GBP

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

Duration in months: 48  
This contract is subject to renewal: no

### **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 Auditing  
Lot No: 3

**II.2.2. Additional CPV code(s)**

79212000 Auditing services, 90714400 Activity specific environmental auditing services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: London

**II.2.4. Description of the procurement**

The Agency shall be able to devise and deliver media auditing services. This will involve working primarily with the media Agency who is awarded Lot 6.

**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: 500 000,00 GBP

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

Duration in months: 48

This contract is subject to renewal: no

**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**

Partnership Marketing

Lot No: 4

**II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services, 98112000 Services furnished by professional organisations

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: London.

**II.2.4. Description of the procurement**

The FCA is looking for Agencies who can offer a range of partnership marketing services and identify opportunities for partnership activity which are relevant to a wider campaign strategy, in collaboration with all Agency teams.

The Agencies should be able to demonstrate their experience of forming partnerships with commercial organisations, consumer, and public sector organisations, and be able to design and manage partner retention programmes.

**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: 500 000,00 GBP

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

Duration in months: 48

This contract is subject to renewal: no

**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**

Creative Testing

Lot No: 5

**II.2.2. Additional CPV code(s)**

79310000 Market research services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: London.

**II.2.4. Description of the procurement**

The role of the creative testing research agency will be to carry out robust and insightful research to inform FCA behavior change campaigns, with the goal of providing an actionable debrief.

All our campaigns are underpinned by behavioral insight and robust evidence. As part of this programme, we also test all our campaign materials with consumers to ensure our messages are effective, clear and resonant.

**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: 500 000,00 GBP

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

Duration in months: 48

This contract is subject to renewal: no

**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**

Communications planning and media buying  
Lot No: 6

**II.2.2. Additional CPV code(s)**

92200000 Radio and television services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom  
Main site or place of performance: London

**II.2.4. Description of the procurement**

Development of measurable integrated communication strategies, channel plans and budget allocations across paid for, owned, earned (and no-cost) channels.

The Agency shall be capable of producing robust communications planning strategies from client briefs, showing a clear line of sight from understanding of audience(s) to insight, implementation, and evaluation. Provision of marketplace, audience and media insight and analysis to support consumer and B2B campaigns and wider FCA communications.

**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: 15 000 000,00 GBP

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

Duration in months: 48  
This contract is subject to renewal: no

**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 III: Legal, economic, financial and technical information

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### III.1. Conditions for participation

#### III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

#### III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

### III.2. Conditions related to the contract

#### III.2.3. 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

## 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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators  
Envisaged maximum number of participants to the framework agreement: 14

#### 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: [2017/S 206-425348](#)

#### IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 08/03/2018 Local time: 14:00

#### 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: 5 (from the date stated for receipt of tender)

#### IV.2.7. Conditions for opening of tenders

Date: 08/03/2018 Local time: 14:00

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Financial Conduct Authority

Town: London

Postal code: E14 5HS

Country: United Kingdom

**VI.5. Date of dispatch of this notice**

29/01/2018