

**United Kingdom-Birmingham: Marketing services**

OJ S 22/2020 31/01/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Ormiston Academies Trust

Postal address: Ormiston House, 144 Newhall Street

Town: Birmingham

NUTS code: UKG West Midlands (England)

Postal code: B3 1RY

Country: United Kingdom

E-mail: [dean.lowe@ormistonacademies.co.uk](mailto:dean.lowe@ormistonacademies.co.uk)

Telephone: +44 1212365100

**Internet address(es):**Main address: <http://www.ormistonacademiestrust.co.uk>Address of the buyer profile: [https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA36809](https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA36809)**I.2. Information about 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.mytenders.co.uk](http://www.mytenders.co.uk)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [www.mytenders.co.uk](http://www.mytenders.co.uk)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.mytenders.co.uk](http://www.mytenders.co.uk)**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

**Section II: Object**

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

Public Relations, Media, Public Affairs and Crisis Management Services

Reference number: 20/02

**II.1.2.**

**Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The aim of the contract is to secure expertise and capacity in press, public affairs and crisis management for the trust, supporting all 39 schools and the head office team.

The trust has a very small marketing and communications team that supports our teams and schools with internal communications, design, marketing campaigns, events, online presence (websites) and social media. The role of this provider would be to supplement the team's offer with senior level expertise, advice and support, with a flexible response that would not be cost-effective to provide in-house. The provider will know the education sector well and maintain good working relationships with government and wider.

**II.1.5. Estimated total value****II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.2. Additional CPV code(s)**

79416200 Public relations consultancy services, 79416100 Public relations management services, 79416000 Public relations services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79430000 Crisis management services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: Ormiston Academies are only located in England so the service coverage requires coverage of England only.

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

The aim of the contract is to secure expertise and capacity in press, public affairs and crisis management for the trust, supporting all 39 schools and the head office team.

The trust has a very small marketing and communications team that supports our teams and schools with internal communications, design, marketing campaigns, events, online presence (websites) and social media. The role of this provider would be to supplement the team's offer with senior level expertise, advice and support, with a flexible response that would not be cost-effective to provide in-house. They will know the education sector well and maintain good working relationships with government and wider.

Please review the invitation to tender document for full details of the required specification.

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

Start: 24/04/2020 End: 23/04/2022

This contract is subject to renewal: yes

Description of renewals:

There is 1 x 12 month extension period available to the main 2-year contract, making a maximum duration of 3 years including any extensions.

**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

**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**

**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: 26/02/2020 Local time: 12:00

**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: 3 (from the date stated for receipt of tender)

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

Date: 26/02/2020 Local time: 16:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

Note: to register your interest in this notice and obtain any additional information please visit the myTenders website at [https://www.mytenders.co.uk/Search/Search\\_Switch.aspx?ID=218775](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=218775)

The buyer has indicated that it will accept electronic responses to this notice via the postbox facility. A user guide is available at [https://www.mytenders.co.uk/sitehelp/help\\_guides.aspx](https://www.mytenders.co.uk/sitehelp/help_guides.aspx)  
Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.  
(MT Ref:218775)

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Public Procurement Review Service

Postal address: Cabinet Office

Town: London

Country: United Kingdom

E-mail: [publicprocurementreview@cabinetoffice.gov.uk](mailto:publicprocurementreview@cabinetoffice.gov.uk)

Telephone: +44 3450103503

Internet address: <https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>

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

27/01/2020