

United Kingdom-London: Public relations services
OJ S 30/2014 12/02/2014
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Financial Services Compensation Scheme Limited

Postal address: 15 St Botolph Street

Town: London

Postal code: EC3A 7QU

Country: United Kingdom

Contact person: Procurement Team

For the attention of: Patricia Nweke

E-mail: fscs189@fscs.org.uk

Telephone: +44 2073758192

Internet address(es):

General address of the contracting authority: <http://www.fscs.org.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

Economic and financial affairs

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

FSCS189 Public Relations Agency.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: United Kingdom, Northern Ireland.

NUTS code

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)

FSCS requires a strategic partner to support its delivery of a comprehensive communications strategy. Building awareness of the Scheme is at the heart of its mission. The successful agency will form part of an existing integrated communications team working with FSCS and the other agencies it retains. It will be required to provide strategic advice and support on the creative development of consumer PR themes, plans and tactics as well as the implementation and delivery of PR activity that gets results.

In addition the PR agency will provide strategic advice on corporate issues and support in relation to stakeholder engagement.

II.1.6. CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy 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

FSCS requires a strategic partner to support its delivery of a comprehensive communications strategy. The successful PR agency will be required to provide support in relation to:

i. The creative development of PR themes, plans and tactics across the campaign.

ii. The implementation/delivery of campaign PR activity,

iii. Press release writing and distribution.

iv. Reputation management

v. Crisis communications (as relevant/needed).

vi. Engagement of key opinion leaders/opinion-formers.

vii. Organising interaction with relevant journalists and media channels and FSCS senior spokespeople (media contact programme).

viii. Proactive help in identifying forward features in the key financial press.

In addition, the successful PR agency will be required to provide:

i. strategic advice on corporate positioning

ii. a creative approach to reaching consumers, and extensive experience and expertise in behaviour change communications working across a range of channels.

iii. advice and support in relation to the stakeholder engagement programme to ensure all activity is integrated

iv. work closely with the existing agencies and FSCS, to deliver an integrated communications strategy.

Estimated value excluding VAT:

Range: between 360 000 and 540 000 GBP

II.2.2. Information about options

Options: yes

Description of options: The initial term of the contract is 24 months, however FSCS may, at its option extend its initial term by two further 12 month periods.

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

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

Duration in months: 24 (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

N/A

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

Details to be provided in the Invitation to Tender.

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

N/A

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Details to be provided in the Invitation to Tender.

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: Details set out in the pre-qualification questionnaire.

III.2.2. Economic and financial ability

List and brief description of conditions: Details set out in the pre-qualification questionnaire.

III.2.3. Technical and professional ability

List and brief description of conditions:

Details set out in the pre-qualification questionnaire.

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 7

Objective criteria for choosing the limited number of candidates: Details set out in the pre-qualification questionnaire.

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

FSCS189

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: 17.3.2014 - 12:00

Payable documents: no

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

17.3.2014 - 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

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

Applicants are required to e-mail fscs189@fscs.org.uk in order to lodge their expression of interest for the procurement. Upon receipt, a user-name and password will be issued so to access the FSCS secure web portal in order to review related documents.

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

Official name: The High Court of England & Wales

Country: United Kingdom

VI.4.2. Review procedure**VI.4.3. Service from which information about the review procedure may be obtained****VI.5. Date of dispatch of this notice**

7.2.2014