

**United Kingdom-Birmingham: Advertising services**

OJ S 33/2016 17/02/2016

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: West Midlands Passenger Transport Executive (Centro)

Postal address: Centro House, 16 Summer Lane

Town: Birmingham

Postal code: B19 3SD

Country: United Kingdom

For the attention of: Stephen Bloomer

E-mail: [procurementteam@centro.org.uk](mailto:procurementteam@centro.org.uk)

Telephone: +44 3453036760

**Internet address(es):**General address of the contracting authority: <http://www.centro.org.uk>Address of the buyer profile: <https://centro.bravosolution.co.uk>Electronic access to information: <https://centro.bravosolution.co.uk>Electronic submission of tenders and requests to participate: <https://centro.bravosolution.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**

Other: integrated transport authority

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: yes

Official name: Available to those authorities as per Volume 1 of the Instructions to Tender

**Section II: Object of the contract**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Advertising and Network Infrastructure Maintenance.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Centro supported area of the West Midlands, United Kingdom for any Centro procurements and the rest of the UK for other organisations having access to the framework.

NUTS code UK United Kingdom

### **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

Maximum number Envisaged maximum number of participants to the framework agreement : 9

#### **Duration of the framework agreement**

Duration in years: 10

In the case of framework agreements, provide justification for any duration exceeding 4 years: Following publication of a PIN in the OJEU on 9.4.2015 (ref: [2015/S 073-129160](#)), Centro held a Supplier Seminar on 28.4.2015 at Centro House, Birmingham, U.K. Feedback from the market place at this session was that a term of up to 10 years would be required in order that suppliers could at least have an opportunity to recover their costs. The successful suppliers will have to make a substantial investment in order to deliver the Services and ensure that any technological advances, such as a change in advertising media, bus shelter style, cleaning or maintenance operations, which are in scope, are available to those calling-off from the Framework Agreement. In order to ensure an efficient service delivery across all of the Lots, for the people of the West Midlands, bus operators and other contracting entities having access to the framework, and to encourage further efficiencies in service delivery as well as continuity in terms of image and branding, it is important that all of the successful suppliers on each Lot work together and to the same contract end dates. These objectives won't be achieved if new suppliers are sought on a more frequent basis. In addition, and to ensure recoupment of the investment made by all successful bidders, it is essential that the Framework Agreement and the services offered under it are available to the maximum number of contracting entities, which will only be the case where the framework is accessible over a significant period of time. It is envisaged that the framework will be for a period of up to 10 years which is in line with Centro's existing advertising contract that this procurement will replace. Flexibility is required to give potential bidders the opportunity to bid for all Lots or combinations of Lots and this can only be achieved if co-terminus end dates apply to all of the Lots under this Contract Notice and the associated advertising Contract Notice.

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

Estimated value excluding VAT:

Range: between 0 and 40 000 000 GBP

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

Centro is seeking suitable suppliers to qualify for its Advertising and Network Infrastructure Maintenance Framework Agreement that is due to commence on 1.7.2016. This is to replace Centro's existing contracts that expire on 30.6.2016.

Lots 1 and 2 (Roadside Asset Advertising and Commercialisation of Assets) are the subject of another associated Contract Notice.

This Contract Notice is concerned with the following Lots:

Lot 3 — Infrastructure Cleaning and Audit;

Lot 4 — Highway Infrastructure Maintenance;

Lot 5 — Highway Infrastructure Supply, Install;

Lot 6 — Grounds Maintenance;

Lot 7 — Timetable cases.

Bidders can submit tenders for any or all of the Lot(s) above.

Tenders are due back by the closing date of 1000 on Thursday 24.3.2016 and the deadline for clarification questions, via BravoSolution, is 12:00 on Monday 7.3.2016.

Centro is holding pre-tender Briefing Sessions for all interested bidders commencing at 1400 on Tuesday 23.2.2016 and 1030 on Wednesday 24.2.2016. If either of these are of interest would you please confirm your attendance by 17:00 on Monday 22.2.2016, via BravoSolution.

It is Centro's intention to make the framework available to other local authorities in the UK.

This will consist of the following: — all county councils, borough and district councils and unitary authorities throughout England, Northern Ireland, Scotland and Wales (please see:

— [www.direct.gov.uk/en/D11/Directories/Localcouncils/AToZOfLocalCouncils/index.htm](http://www.direct.gov.uk/en/D11/Directories/Localcouncils/AToZOfLocalCouncils/index.htm))

- West Midlands Integrated Transport Authority
- West Midlands Passenger Transport Executive
- Merseyside Integrated Transport Authority
- West Yorkshire Integrated Transport Authority
- West Yorkshire Passenger Transport Executive
- South Yorkshire Integrated Transport Authority
- South Yorkshire Passenger Transport Executive
- Tyne and Wear Integrated Transport Authority
- Tyne and Wear Passenger Transport Executive
- Greater Manchester Integrated Transport Authority
- Transport for Greater Manchester
- Transport for London
- Strathclyde Partnership for Transport.

Each of these organisations will contract directly with the successful supplier. There is, however, no obligation on any other Contracting Authorities to utilise this framework agreement.

As this is a Framework Agreement it is not known at this stage what the aggregate value of spend will be across the various Lots over the duration of the framework in terms of Centro spend or spend incurred by the various organisations that can access and call-off from it. The figure given above is an estimate of Centro spend over 10 years for tendering purposes only, please note that Centro cannot be held to this figure.

#### **II.1.6. CPV code(s)**

79341000 Advertising services, 44212225 Poles, 30199790 Timetables, 50000000 Repair and maintenance services, 42924740 High-pressure cleaning apparatus, 90910000 Cleaning services, 44212321 Bus shelters

#### **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 one or more lots

#### **II.1.9. Information about variants**

Variants will be accepted: yes

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

## II.2.2. Information about options

## II.2.3. Information about renewals

This contract is subject to renewal: no

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

Start 1.7.2016. Completion 30.6.2026

Information about lots

Lot No: 3

Lot title: Infrastructure Cleaning and Audit

### 1) Short description

The provisions of this Lot will be to source a tenderer who will clean and maintain Centro's estate portfolio to ensure it is safe for all users including customers, employees, operators, visitors, tenants and other stakeholders. In addition, the successful tenderer will provide on-bus cleaning services, waste management services and timetable information distribution services.

### 2) CPV code(s)

90910000 Cleaning services, 79824000 Printing and distribution services

### 3) Quantity or scope

### 4) Indication about different time frame or duration

### 5) Additional information about lots

Suppliers Instructions on Expressing Interest in this tender provision:<br><br>

1. Register your company details on <https://centro.bravosolution.co.uk>  
Click the link marked "to register" — Accept the terms and conditions and click 'continue'.  
Enter your correct business and user details. We highly recommend completing both the basic and extended profiles (the extended profile can be completed when you have logged into the portal). Please ensure you note the username and click 'Save' when complete. You will shortly receive an email with your unique password (please keep this secure).<br><br>
2. Login to the portal with your unique username/password. Click the 'PQQs / ITTs Open To All Suppliers' link. (these are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier).<br><br>
3. Expressing interest: Click on the relevant PQQ/ ITT to access the content and click 'Express Interest' button at the top of the page. As a result, you will now move the PQQ /ITT into your 'My PQQs/ My ITTs' page. (This is a secure area reserved for your projects only. You can now access the information related to the tender provision; click on 'Buyer Attachments' in the 'PQQ/ ITT Details' box to access any/all attachments.<br><br>
4. Responding to a tender: Click 'My Response' under 'PQQ/ ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please ensure you provide a reason if declining). You can now use the 'Messages' function to communicate with the buyer and seek any clarification. Note the deadline for completion, then follow the onscreen instructions to complete the PQQ/ ITT. You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance please consult the online help, or contact the eTendering help desk.<br>

Lot No: 5

Lot title: Highway Infrastructure Supply, Install

**1) Short description**

The provision of this Lot is for the manufacture and installation of bus passenger shelters, poles, cases, flags, plates and other bus stop associated equipment which forms part of the accessible public transport system. Purchases will be made in accordance with the renewal strategies.

**2) CPV code(s)**

44212321 Bus shelters, 44212225 Poles, 45233293 Installation of street furniture, 35821000 Flags

**3) Quantity or scope**

**4) Indication about different time frame or duration**

**5) Additional information about lots**

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Lot No: 4

Lot title: Highway Infrastructure Maintenance

**1) Short description**

The provisions within this Lot will cover; Regular inspection, data collection and maintenance of Centro's infrastructure estate portfolio including its environment to ensure it does not deteriorate into a hazard.

**2) CPV code(s)**

**3) Quantity or scope**

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Suppliers Instructions on Expressing Interest in this tender provision:<br><br>

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Click the link marked "to register" — Accept the terms and conditions and click 'continue'.  
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Lot No: 6

Lot title: Grounds Maintenance

**1) Short description**

Centro owns or leases and/or operates a number of transport related assets throughout the West Midlands including highway infrastructure and bus stations for bus travel, park and ride facilities for train travel, electronic passenger information facilities to aid passenger journeys and the Metro System between Birmingham and Wolverhampton.

There are also a number of other assets including land and building structures, vehicles and an extension CCTV network across the West Midlands Transport System.

The scope of works includes 54 Park & Ride sites and 12 bus stations.

The successful contractor will provide Centro with a service including a number of dedicated operatives and vehicles complete with suitable a mobile communication system that is compatible with Centro's asset management IT system for the electronic upload of data relating to inspections, examinations, fault reporting and work completion reports when undertaking landscaping, cleaning and winter maintenance works.

Planned operational, planned preventative and reactive maintenance works are to be carried out at rail station park and ride sites and at bus stations.

**2) CPV code(s)**

77314000 Grounds maintenance services

**3) Quantity or scope**

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Suppliers Instructions on Expressing Interest in this tender provision:<br>

<br>

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Lot No: 7

Lot title: Timetable Cases

**1) Short description**

The provision of this Lot is for the manufacture and installation of bus passenger timetable cases. Purchases will be made in accordance with the renewal strategies.

**2) CPV code(s)**

30199790 Timetables

**3) Quantity or scope**

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Suppliers Instructions on Expressing Interest in this tender provision:<br>

<br>

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

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

Please refer to invitation to tender and suite of documents.

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

Please refer to invitation to tender and suite of documents.

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

Please refer to invitation to tender and suite of documents.

#### **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: Suppliers Instructions on Expressing Interest in this tender provision:

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Please note that the reference for the Qualification document is: itt\_295.

Please note that the tender reference for each Lot is as follows:

Lot 3 — itt\_296

Lot 4 — itt\_297

Lot 5 — itt\_301

Lot 6 — itt\_302

Lot 7 — itt\_303.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Please refer to invitation to tender and suite of documents.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Please refer to invitation to tender and suite of documents.

### **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**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

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

#### **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**

A2014132.

### **IV.3.2. Previous publication concerning this procedure**

**Prior information notice**

Notice number in the OJ S: [2015/S 073-129160](#) of 15.4.2015

### **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: 24.3.2016 - 10:00

Payable documents: no

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

24.3.2016 - 10:00

### **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**

Duration in days: 180 (from the date stated for receipt of tender)

### **IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

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### **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: yes

Identification of the project: Some call-offs undertaken from this Framework Agreement, by Centro or other public bodies in the UK accessing it, may be subject to EU Involve / ERDF or other associated or relevant funding.

### **VI.3. Additional information**

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#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

##### **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**

15.2.2016