

United Kingdom-Birmingham: Advertising services
OJ S 34/2016 18/02/2016
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

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

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

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 contracts.

NUTS code UK United Kingdom

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)

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

This is a Concession Agreement which also includes the option for Midland Metro advertising. It is envisaged that this Concession Agreement will be for a period of up to 10 years which is in line with the remaining Lots 3 to 7 of Centro's Advertising and Network Infrastructure Maintenance that is the subject of an associated Contract Notice published at the same time as this one. Potential bidders can bid for all Lots or combinations of Lots spread across the 2 Contract Notices.

This Contract Notice is concerned with the following Lots:

Lot 1 — Roadside Asset Advertising;

Lot 2 — Commercialisation of Assets.

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 14:00 on Tuesday 23.2.2016 and 10:30 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 contracts 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/DI1/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 & Wear Integrated Transport Authority;

— Tyne & 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 these contracts.

II.1.6. CPV code(s)

79341000 Advertising 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: 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: 1

Lot title: Roadside Asset Advertising

1) Short description

The successful concessionaire shall provide advertising resale services for Centro's on-street furniture, which may include: Bus Shelters, Poles and timetable cases.

Currently Centro have 1 652 bus shelters within the 5 144 shelter estate which have advertising space for resale. As Centro does not have the abilities, skills and capabilities to sell advertising space directly to advocates; an agency is required to conduct the resale on its behalf.

The contractor will be required to pay Centro for the use of this space and also to assist Centro in maximising its estate portfolio by conversion to contemporary platforms, re-orientation of existing media platforms to maximise revenue potentials and advise as to where new advertising spaces should be provided.

2) CPV code(s)

79341000 Advertising 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:

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).

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).

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.

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.

Lot No: 2

Lot title: Commercialisation of Assets

1) Short description

The aim of this Lot is to appoint a single organisation to provide expertise and support in the development of income-generating uses of Centro assets (other than on street infrastructure), including commercial sponsorship, advertising proposals, database usage and other commercial initiatives.

Centro is seeking an organisation that will;

- assess and benchmark the income generating potential of Centro assets,
- develop a range of commercial propositions which appeal to the market, and
- offer general and on-going opportunity development support.

The successful tenderer will be required to lead or support Centro by carrying out a range of different activities relating to strategy, proposition and portfolio development, stakeholder engagement, partnership support and advice.

2) CPV code(s)

79341100 Advertising consultancy 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:

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Section III: Legal, economic, financial and technical information

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 1 — itt_304

Lot 2 — itt_305.

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

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

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 sites or locations under these contracts, relating to 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

Suppliers Instructions on Expressing Interest in this tender provision:

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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