

**United Kingdom-London: Advertising and marketing services**

OJ S 44/2014 04/03/2014

Contract notice – utilities

Services

Directive 2004/17/EC

**Section I: Contracting entity**

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**I.1. Name and addresses**

Official name: Go Ahead Group Holding  
Postal address: 4 Matthew Parker Street  
Town: London  
Postal code: SW1H 9NP  
Country: United Kingdom  
For the attention of: Elise Shuker  
E-mail: [elise.shuker@go-ahead.com](mailto:elise.shuker@go-ahead.com)  
Telephone: +44 7794239394

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from:** the abovementioned address**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Main activity**

Railway services

**I.3. Contract award on behalf of other contracting entities**

The contracting entity is purchasing on behalf of other contracting entities: yes

Official name: London and South Eastern Railway

Postal address: 41-45 Blackfriars Road, London

Town: London

Postal code: SE1 8NZ

Country: United Kingdom

Official name: London and Birmingham Railway Limited

Postal address: 102 New Street, Birmingham

Town: Birmingham

Postal code: B2 4JB

Country: United Kingdom

Official name: Southern Railway Limited

Postal address: 26-28 Addiscombe Road

Town: Croydon

Postal code: CR9 5GA

Country: United Kingdom

**Section II: Object of the contract**

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

Provision of Media Buying Services.

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

Services

Service category No 13: Advertising services

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)**

Provision of Media Buying Services.

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

79340000 Advertising and marketing services

**II.1.7. Information about the Government Procurement Agreement (GPA)**

**II.1.8. Information about 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**

Estimated value excluding VAT

Range: between 1 800 000 and 19 500 000 GBP

**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 1.7.2014 Completion 30.6.2017

Information about lots

Lot No: 1

Lot title: Southeastern Media Buying Services

**2) CPV code(s)**

79340000 Advertising and marketing services

Lot No: 2

Lot title: London Midland

**2) CPV code(s)**

79340000 Advertising and marketing services

Lot No: 3

Lot title: Southern

**2) CPV code(s)**

79340000 Advertising and marketing services

## 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

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

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

#### III.1.4. Contract performance conditions

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

Description of particular conditions: As per the standard contract template which will be provided and referred to 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: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

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

List and brief description of conditions: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

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

List and brief description of conditions: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

#### III.2.4. Information about reserved contracts

### III.3. Conditions specific to services contracts

#### III.3.1. Information about a particular profession

#### 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: yes

## Section IV: Procedure

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### IV.1. Type of procedure

#### IV.1.1. Type of procedure

Negotiated

### IV.2. Award criteria

#### IV.2.1. Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

#### 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 entity**

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

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents**

(except for a DPS)

Payable documents: no

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

15.3.2014

#### **IV.3.5. Languages in which tenders or requests to participate may be submitted**

#### **IV.3.6. Minimum time frame during which the tenderer must maintain the tender**

#### **IV.3.7. Conditions for opening of tenders**

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

#### **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**

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

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

##### **VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: The Utility will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum period of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before a contract is entered into. The Utilities Regulations 2006 (SI 2006/6) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the Regulations to take action in the High Court (England, Wales and Northern Ireland).

##### **VI.4.3. Service from which information about the review procedure may be obtained**

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

28.2.2014