

UK-London: advertising and marketing services

OJ S 47/2012 08/03/2012

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: The University of West London

Postal address: Strategic Procurement Department, Walpole House, Ealing

Town: London

Postal code: W5 5AA

Country: United Kingdom

Internet address(es):General address of the contracting authority: www.uwl.ac.uk**Additional information can be obtained from:**Internet address: <https://in-tendhost.co.uk/uwl>**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**Internet address: <https://in-tendhost.co.uk/uwl>**Tenders or requests to participate must be submitted:** Internet address: <https://in-tendhost.co.uk/uwl>**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

Education

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**

The provision of marketing, advertising and print services.

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: Ealing.

NUTS code UKI23 Outer London - West and North West

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)

UWL is seeking to appoint one or more organisations to undertake the handling of its marketing, advertising and certain print requirements. Comprehensive brand guidelines exist and UWL would expect the contracting organisation(s) to be guardians of the brand. There will need to be joint working between UWL and the contractin organisation(s). The Services shall be divided into 3 Lots. Further information about each Lot is included within this Notice.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services, 79824000 Printing and distribution services, 79810000 Printing services, 79821100 Proofreading services, 79811000 Digital printing 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: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

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

Duration in months: 36 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Creative Development and Marketing & Planning Services

1) Short description

- the management and co-ordination of specific campaigns relating to the recruitment of UWL students,
- a complete creative service for both print and web,
- the ability to provide innovative and cost-effective campaigns,
- the provision of evidence of the return on investment of campaigns undertaken,
- a complete copy writing service,
- the ability to continuously develop staff knowledge,
- management, research and creative support to the UWL Director of Marketing and Recruitment,
- the provision of accurate information relating to educational marketing in general; and,
- marketing and planning support.

2) CPV code(s)

79341400 Advertising campaign services, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341200 Advertising management services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79342200 Promotional services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Media Planning and Buying Services

1) Short description

- a media planning and buying service (for both online and offline media) (including advice on the selection of appropriate media planning tools and services) for the UK and International higher education markets, to enhance student recruitment,
- the ability to continuously develop staff knowledge,
- the provision of administration systems that facilitate the processing and placing of advertisements in an efficient and timely manner,
- social media advice,
- advice of the selection of appropriate media (both online and offline) for staff recruitment; and,
- the ability to provide innovative and cost effective solutions.

2) CPV code(s)

79341000 Advertising services, 79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341200 Advertising management services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: Print Services

1) Short description

- the management of print services for UWL,
- the provision of cost-effective information on best practice for print,
- a fulfilment service for direct mail campaigns,
- a storage facility for large print items,
- administrative systems to facilitate the processing and placing of print services,
- a distribution facility; and,
- a web-to-print service for basic print items e.g. stationery, business cards and forms.

2) CPV code(s)

79800000 Printing and related services, 79810000 Printing services, 79811000 Digital printing services, 79820000 Services related to printing, 79823000 Printing and delivery services, 79824000 Printing and distribution services, 79822400 Lithographic services, 79822000 Composition services, 79822500 Graphic design services

3) Quantity or scope

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

5) **Additional information about lots**

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

The University of West London reserves the right to require parent company or other guarantees of performance and financial liability.

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

Joint and several liability.

III.1.4. Contract performance conditions

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

Description of particular conditions: As set out within the contract documents.

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: As set out in the Pre-Qualification Questionnaire documents.

III.2.2. Economic and financial ability

List and brief description of conditions: As set out in the Pre-Qualification Questionnaire documents.

Minimum level(s) of standards possibly required: As set out in the Pre-Qualification Questionnaire documents.

III.2.3. Technical and professional ability

List and brief description of conditions:

As set out in the Pre-Qualification Questionnaire documents.

Minimum level(s) of standards possibly required:

As set out in the Pre-Qualification Questionnaire 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

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

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated no

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

048/MG/MAR

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

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

2.4.2012

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

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Hasmita Umariá-Gomes, Head of Strategic Procurement.

Richard Hall, Procurement and Best Value Manager.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: 01/02/2015

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

Official name: Hasmita Umaria-Gomes

Postal address: Walpole House, 18-22 Bond Street

Town: Ealing

Postal code: W5 5AA

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

5.3.2012