

UK-London: Advertising and marketing services

OJ S 48/2013 08/03/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Genesis Housing Association Ltd
Postal address: Capital House, 25 Chapel Street
Town: London
Postal code: NW1 5DT
Country: United Kingdom
Contact person: Procurement
For the attention of: Guy Stapleford
E-mail: guy.stapleford@genesisha.org.uk
Telephone: +44 2075630120

Internet address(es):

General address of the contracting authority: <http://www.genesisha.org.uk>
Address of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA4662

Additional information can be obtained from:

Official name: Genesis Housing Association Ltd
Postal address: Capital House, 25 Chapel Street
Town: London
Postal code: NW1 5DT
Country: United Kingdom
Contact person: Procurement
For the attention of: Guy Stapleford
Telephone: +44 2075630120
Internet address: <http://www.genesisha.org.uk>

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Genesis Housing Association Ltd
Postal address: Capital House, 25 Chapel Street
Town: London
Postal code: NW1 5DT
Country: United Kingdom
For the attention of: Guy Stapleford
Telephone: +44 2075630120
Internet address: <http://gha.mytenders.org/>

Tenders or requests to participate must be submitted: Official name: Genesis Housing Association Ltd

Postal address: Capital House, 25 Chapel Street
Town: London
Postal code: NW1 5DT
Country: United Kingdom

Contact person: Procurement
For the attention of: Guy Stapleford
Telephone: +44 2075630120
Internet address: <http://gha.mytenders.org/>

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Housing and community amenities

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

Contract for the provision of Marketing 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: London, South East and East England

NUTS code UKI1 Inner London

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)

This opportunity is for the provision of media planning and buying and the design and creation of creative concepts for Genesis Housing Association. The services required will be in relation to the following in respect of Genesis' development activities:

- Shared ownership
- Social rent
- Outright sale
- Market rent
- Affordable rate
- Other corporate campaigns

Genesis is looking for a supplier who has a breadth of experience within the Property Sector and who is able to work in partnership to develop and build upon Genesis' brand to ensure it delivers upon its aim of being a leading property based service provider. Providers should be experienced with a wide breadth of media and be willing to work flexibly and in a partnership approach to respond to changing customer preferences, bring innovations and expertise within the Housing sector that deliver best value.

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at http://www.myTenders.org/Search/Search_Switch.aspx?ID=97996

The awarding authority has indicated that it will accept electronic responses to this notice via a 'Tender Submission Postbox' facility. Further details of this facility are available at http://www.myTenders.org/PostBox/Postbox_Explain.aspx?ID=97996

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems. The postbox closes precisely at the time stated.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79342100 Direct marketing services, 79341400 Advertising campaign services, 79415200 Design consultancy services, 79822500 Graphic design services, 72413000 World wide web (www) site design services

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

The procurement is covered by the Government Procurement Agreement: yes

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

This will be a 2 year contract with a potential contract value of between 800 000 - 900 000 GBP per annum.

Estimated value excluding VAT:

Range: between 1 300 000 and 1 500 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Details of any deposits or guarantees that are required will be set out in the invitation to tender and contract documents.

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

Details will be set out in the contract documents.

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

Details will be set out in the contract documents.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes
Description of particular conditions: Details of any conditions will be set out in the contract documents. These may include conditions relating to environmental and social requirements.

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: All applicants will be asked to complete a pre-qualification questionnaire where all requirements will be detailed. Expressions of interest must be by completed pre qualification questionnaire.

III.2.2. Economic and financial ability

List and brief description of conditions: All applicants will be asked to complete a pre qualification questionnaire where all requirements will be detailed. Expressions of interest must be by completed pre qualification questionnaire.

III.2.3. Technical and professional ability

List and brief description of conditions:

All applicants will be asked to complete a prequalification questionnaire where all requirements will be detailed. Expressions of interest must be by completed pre qualification questionnaire.

Minimum level(s) of standards possibly required:

As 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

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

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 number of candidates: 5

Objective criteria for choosing the limited number of candidates: A Pre Qualification Questionnaire will be used as the basis for shortlisting suitably qualified suppliers.

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

IV.3.2. Previous publication concerning this procedure

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

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

3.4.2013 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

1.5.2013

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

VI.2. Information about European Union funds

VI.3. Additional information

Genesis embraces diversity and welcomes applications from all suitably skilled suppliers of all sizes who can meet the requirements, regardless of gender, ethnicity, sexual orientation, faith, disability or age of supplier workforce and/or ownership. Genesis will actively promote sustainable and ethical procurement throughout its supply chain and welcomes applications from suppliers committed to reducing the effects of its operations and service delivery at a local and global level.

Further details as to the application of sustainable and ethical procurement to this project may be set out in the pre qualification and tender documents.

(MT Ref:97996)

VI.4. Procedures for review

VI.4.1. Review body

Official name: See VI.4.2 below (High Court)

Postal address: Royal Courts of Justice, Strand, City of Westminster

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: The contracting authority will incorporate a minimum 10 calendar day standstill period at the point information on the award

of the contract is communicated to tenderers. If an appeal regarding the award of a contract has not been successfully resolved, the Public Contracts Regulations 2006 (SI 2006 No 5)(as amended) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland). Any such action must be brought within 30 days beginning with the date when the economic operator first knew or ought to have known that grounds for starting the proceedings had arisen. Where a contract has not been entered into, the Court may order the setting aside of the award decision or order the contracting authority to amend any document and may award damages. If the contract has been entered into the Court may only award damages or, where the contract award procedures have not been followed correctly, declare the contract to be 'ineffective'.

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

VI.5. Date of dispatch of this notice

4.3.2013