

United Kingdom-Sheffield: Printed matter and related products
OJ S 35/2019 19/02/2019
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sheffield City Council
Postal address: Level 8, East Wing, Moorfoot
Town: Sheffield
NUTS code: UKE32 Sheffield
Postal code: S1 4PL
Country: United Kingdom
Contact person: Paula Martin
E-mail: Paula.martin@sheffield.gov.uk
Telephone: +44 1142735624

Internet address(es):

Main address: <https://www.sheffield.gov.uk/>
Address of the buyer profile: <https://www.sheffield.gov.uk/>

I.1. Name and addresses

Official name: Barnsley, Doncaster, Rotherham and Sheffield Combined Authority
Postal address: 11 Broad Street West
Town: Sheffield
NUTS code: UKE3 South Yorkshire
Postal code: S1 2BQ
Country: United Kingdom
E-mail: enquiries@sheffieldcityregion.org.uk

Internet address(es):

Main address: <https://sheffieldcityregion.org.uk/>

I.1. Name and addresses

Official name: Southampton City Council
Postal address: Civic Centre Road
Town: Southampton
NUTS code: UKJ32 Southampton
Postal code: SO14 7LY
Country: United Kingdom
E-mail: gateway@southampton.gov.uk

Internet address(es):

Main address: www.southampton.gov.uk

I.1. Name and addresses

Official name: Blackburn with Darwen Borough Council
Postal address: King William Street
Town: Blackburn

NUTS code: UKD41 Blackburn with Darwen
Postal code: BB1 7DY
Country: United Kingdom
E-mail: info@blackburn.gov.uk
Internet address(es):
Main address: www.blackburn.gov.uk

I.1. Name and addresses

Official name: Bolton Metropolitan Borough Council
Postal address: Town Hall, Victoria Square
Town: Bolton
NUTS code: UKD36 Greater Manchester North West
Postal code: BL1 1RU
Country: United Kingdom
E-mail: purchasing.admin@bolton.gov.uk
Internet address(es):
Main address: <https://www.bolton.gov.uk>

I.1. Name and addresses

Official name: Rotherham Metropolitan Borough Council
Postal address: Riverside House, Main Street
Town: Rotherham
NUTS code: UKE31 Barnsley, Doncaster and Rotherham
Postal code: S60 1AE
Country: United Kingdom
E-mail: yvonne.dutton@rotherham.gov.uk
Internet address(es):
Main address: www.rotherham.gov.uk

I.1. Name and addresses

Official name: Barnsley Metropolitan Borough Council
Postal address: PO Box 634
Town: Barnsley
NUTS code: UKE31 Barnsley, Doncaster and Rotherham
Postal code: S70 9GG
Country: United Kingdom
E-mail: online@barnsley.gov.uk
Internet address(es):
Main address: <https://www.barnsley.gov.uk>

I.1. Name and addresses

Official name: Doncaster Metropolitan Borough Council
Postal address: Civic Office, Waterdale
Town: Doncaster
NUTS code: UKE31 Barnsley, Doncaster and Rotherham
Postal code: DN1 3BU
Country: United Kingdom
E-mail: procurement@doncaster.gov.uk
Internet address(es):
Main address: <http://www.doncaster.gov.uk>

I.2. Information about joint procurement

The contract involves joint procurement
The contract is awarded by a central purchasing body

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://procontract.due-north.com/Advert/Index?advertId=c36af937-57b7-e811-80ed-005056b64545>

Tenders or requests to participate must be submitted electronically via: <https://app.panacea-software.com/sheffield>

Additional information can be obtained from another address:

Official name: Panacea Applications Ltd

Town: London

NUTS code: UKI London

Country: United Kingdom

E-mail: support@panacea-software.com

Internet address(es):

Main address: <https://app.panacea-software.com/sheffield>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Print and Communications Services, Dynamic Purchasing System via Panacea
Reference number: DN355459

II.1.2. Main CPV code

22000000 Printed matter and related products

II.1.3. Type of contract

Services

II.1.4. Short description

For use by or on behalf of all UK Public Sector Bodies, Local Authorities and NHS Trust.
The Council has a significant ongoing requirement for print and other communications products and services. These are used to help to inform the residents of Sheffield about the work of the Council and the services it offers. Where we are unable to undertake this type or volume of print activity in house we need to use external suppliers to undertake this on our behalf.

In order to procure in a flexible, open and transparent manner we have chosen to offer this opportunity via a Dynamic Purchasing System (DPS) under the PCR 2015 regulations. The DPS will provide an effective route to market for the print, design, advertising, marketing and public relations services required by SCC for services which cannot be delivered in-house.

II.1.5. Estimated total value

Value excluding VAT: 8 000 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for one lot only

Maximum number of lots that may be awarded to one tenderer: 17

II.2. Description

II.2.1. Title

Standard Print

Lot No: 1

II.2.2. Additional CPV code(s)

22100000 Printed books, brochures and leaflets, 22900000 Miscellaneous printed matter, 79800000 Printing and related services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category covers printing and delivery of materials including posters, leaflets, booklets or brochures, flyers, stationery, NCR forms and high volume copying, on any of the following: SRA1/B1, SRA2/B2 or SRA3/B3 sheet fed litho presses, web-offset presses, digital presses. Examples include (but not limited to):

— A4/A5/99 x 210 mm brochures, leaflets or flyers,

— A4/A3/A2/A1 posters,

— oversize A4/A5 pocket folders,

— forms, NCR pads, headed paper, compliment slips, business cards, envelopes, receipt books,

— magazines and newsletters,

— documents, council meeting papers and agendas*, reports.

*Where printed materials are subject to statutory timing requiring same-day or 24-hour turnaround, the selection criteria will include the supplier's proximity to the buying authority and speed of delivery service offered.

Suppliers shall ensure printed products supplied under the Framework meet the mandatory minimum standards set out by the Government buying standards

www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-paper-and-paper-products

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Distribution and Mailing
Lot No: 2

II.2.2. Additional CPV code(s)

79823000 Printing and delivery services, 79824000 Printing and distribution services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category covers distribution and or preparing mailings for delivery by Royal Mail and other delivery providers.

Examples include (but not limited to):

— personalisation and mailing — e.g. printing, collating and match-mailing varying documents, personalised letter(s) and printed reply envelopes and stuffing in envelopes. Apply mail-sort order and bag to royal-mail requirements to attract optimal postal discounts, and post using required class.

The Council has an in-house Corporate Mail facility that will always be the first port of call for items under this lot; however the Council will periodically have a requirement for external providers of postal services to supplement the in-house provision.

In-house Corporate Mail process 1 200 000 postage items per annum, in addition there are approximately 1 700 000 items in transactional mailings, as well as 1 000 000 in electoral mailings bringing the total units processed to 3 900 000.

The mailings are processed under Mail Mark, Clean Mail, Business mail advance, 1st class, 2nd class, recorded delivery, and special delivery services and in addition we require Business reply services, Packet services and Local Pouch delivery and collection once a week across Sheffield.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Courier Services

Lot No: 3

II.2.2. Additional CPV code(s)

64000000 Postal and telecommunications services, 79823000 Printing and delivery services,
79824000 Printing and distribution services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Corporate Mail requires the services of couriers from time to time. We have internal access to delivery transport and personnel but we periodically have additional demand. Spend on this service provision is in the region of 35 000 000 GBP per annum.

Bidding suppliers should also be able to provide adhoc cover for short notice delivery and collection runs to schools/and other SCC sites.

The pricing matrix is split into delivery locations utilising Sheffield Postcodes and proximity from the City Centre in distance.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Large Format, Signage and Display Printing
Lot No: 4

II.2.2. Additional CPV code(s)

22100000 Printed books, brochures and leaflets, 22900000 Miscellaneous printed matter

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category covers the production of large posters, signage and display boards.

Examples include (but not limited to):

- A2–A0 size 4 colour inkjets onto satin photo paper 170 gsm mounted on 3 mm–5 mm Foamex board,
- large format display stands,
- signage*, lamp-post banners, outdoor advertising, buildings and livery,
- “pop up”/“pull up” display stands,
- large and small format vinyl print and affixing, including PVC banners printed 4 colour, hemming and eye-letting, for indoor and outdoor use,
- “six-sheet” (1 750 mm x 1 185 mm) and bespoke (3 250 mm x 1 200 mm) posters,
- vehicle livery.

*For signage and livery; where site visits and on-site measurements are required, this will be requested through quote process and any travel expenses should be quoted within the price estimate.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Security Printing/Confidential Print

Lot No: 5

II.2.2. Additional CPV code(s)

22900000 Miscellaneous printed matter

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category covers all secure and confidential printing for the Council and its partners and includes:

examples include (but not limited to):

- parking stationery e.g. parking permits/discs, such as a PCN rolls,
- confidential service reports, confidential statement of cases (investigation into staff), contracts for commercial services, surveyors reports for planning, democratic — agendas, audits, EMT/CMT, cabinet reports,
- mail merges (i.e. admissions letters for schools).

Where printed materials are subject to statutory timing requiring same-day or 24-hour turnaround, the selection criteria will include the supplier's proximity to the buying authority and speed of delivery service offered.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Electoral Print

Lot No: 6

II.2.2. Additional CPV code(s)

22900000 Miscellaneous printed matter

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category also covers electoral and electoral registration printing in accordance with the Electoral Commissions guidelines and procedures, it may include downstream postage, bidders on this lot need to also complete the relevant lot 2 questions in respect of batching and mailing, etc.

The supplier must have a proven track record of delivery election and election registration print. Postal packs have to be produced at printers within a 2 hours' drive of our offices. This is to facilitate the QA testing we have to do.

The requirements of electoral print include (but are not restricted to):

- postal vote mailings (95 000) including outgoing envelope, ballot paper, postal vote statement, ballot paper envelope, return envelope, spares and samples,
- polling station ballot papers (348 000 ordinary in books of 100 and 4 400 tendered 220 books of 20),
- large format ballot papers (approximately 500 per election),
- see additional secure print specification sheet (Appendix A),
- election annual canvas.

Sheffield City Council would expect all confidential and sensitive material to be stored within a secure environment; bidders will be expected to hold the correct security credentials to bid for this lot.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Branded Promotional Products, Specialist Printing and Binders

Lot No: 7

II.2.2.

Additional CPV code(s)

22000000 Printed matter and related products, 30190000 Various office equipment and supplies, 79800000 Printing and related services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category covers items such as (but not limited to) the below:

- tote bags,
- T-shirts,
- bespoke pens,
- bespoke pencils,
- mugs,
- sports drinking bottles,
- USB sticks,
- stickers.

We require suppliers to be able to work with Sheffield City Council to support in developing our range of approved branded products.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Creative Services Design, Animation and Artwork for Print and Digital Media
Lot No: 8

II.2.2. Additional CPV code(s)

22000000 Printed matter and related products, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79810000 Printing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category spans from concept designs for large campaigns to creative design and simple artwork following a style guide — for print and new media.

Creative concepts should be appropriate for the audience and intended channel, support the campaign's key messages and for its intended output and must strictly adhere to Sheffield City Council's Corporate Identity Standards.

All artwork must be produced and submitted using the latest Adobe Creative Cloud software.

All copyright of content created must be signed over to Sheffield City Council on completion of work. For details of how we will interpret Intellectual Property please refer to our Framework and Call Off Terms and Conditions appended in Document 4 of 4.

All concepts and final drafts must be provided to designated Sheffield City Council communications officer for approval.

Examples include (but are not limited to):

- concepts for campaigns, branding and/or individual items,
- design for advertising, print and/or digital media (see lot 9),
- illustration, image search and image manipulation,
- artwork in appropriate format for print, online, social media or digital media,
- creation of templates for branded materials, presentations, advertisements or banner pages,
- updating previous artwork with new concept.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Photography and Film Making

Lot No: 9

II.2.2.

Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
92100000 Motion picture and video services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This lot is required to undertake relevant photography or filming projects for any given requirement. This category includes photography and film making services for editorial, advertising, technical, promotional or marketing needs.

Suppliers may be subject to a Disclosure and Barring Service (DBS) check before undertaking work with children and young people and will need to abide by the Council's consent policy and protocol.

Suppliers will be required to submit photography electronically to the designated Sheffield City Council communications officer either via email, FTP or on-line transfer for approval before finalisation.

Suppliers must ensure they adhered to GDPR legislation when taking photographs and filming of individuals by using the SCC permission form appended.

All copyright of content created and photographed is to be signed over to Sheffield City Council. For details of how we will interpret Intellectual Property please refer to our Framework and Call Off Terms and Conditions appended in Document 4 of 4.

All artwork must be produced and submitted using format compatible with Adobe Creative Cloud.

Any travel expenses must be provided and itemised within the quotation provided.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Illustration

Lot No: 10

II.2.2. Additional CPV code(s)

48300000 Document creation, drawing, imaging, scheduling and productivity software package

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

While the in-house design team are able to produce illustration work to brief there may be times when a specific style is required. Finite capacity in-house can also trigger the need to commission freelance illustrators.

All proofs and finished artwork should be provided in digital format. Pieces should be supplied print ready if required, and once submitted remain the property of Sheffield City Council.

Commissions may include (but are not limited to):

- figurative illustration,
- maps,
- buildings,
- narrative work,
- editorial images,
- instructional diagrams,
- character design.

Digital artwork must be produced and submitted using software compatible with the latest Adobe Creative Cloud software. Non digital work should be submitted in high resolution (minimum 300 dpi).

For details of how we will interpret Intellectual Property please refer to our Form of Supplier Agreement appended in Document 4.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Copywriting and Proof-Reading
Lot No: 11

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category will involve copywriting for a diverse range of subjects normally covered in local authorities. The content may be promotional, factual, confidential or technical. It also covers sub-editing and proof-reading services for any briefings, documents and online materials, as well as design or artwork produced.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Digital Communications (Content Writing)
Lot No: 12

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category covers all areas of digital communications content. The creative design element of this lot is covered in lot 6.

Examples include (but are not limited to):

- website development,
- e-newsletters and email marketing,
- web content development and creative input,
- e-brochures (using Flash/Java/HTML 5 technology),
- social media marketing including Facebook, Twitter, Instagram, Pinterest,
- google ads,
- interactive pdfs,
- search engine optimisation,
- mobile marketing,
- page turn software,
- QR codes,
- infographics.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Marketing Communications

Lot No: 13

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category allows us to commission a company to run a complete marketing campaign or specific areas of specialism on behalf of Sheffield City Council.

Examples include (but are not limited to):

- strategic communication advice and guidance to help Council services to achieve their objectives by communicating the right messages, to the right people, in the right way, and at the right time,
- producing and implementing new communication campaigns using the “in-house” style and corporate identity,
- implementing existing campaigns,
- evaluating marketing and communications activity.

Work may include (but is not limited to):

- setting communication objectives,
- identifying key messages,
- identifying key audience,
- obtaining required resources,
- evaluation of activity,
- social marketing,
- digital marketing,
- direct marketing,
- public relations,
- copywriting,
- proofreading,
- business-to-business,
- business-to-consumer,
- internal communications,
- public consultation.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Internal and Change Communications

Lot No: 14

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category allows us to commission a company to provide communications support to an internal communications campaign or change programme within the Council on behalf of our service.

Examples include (but are not limited to):

- leading the communications work stream of a change programme,
- developing a communications strategy and plan to support a change programme or internal communications campaign,
- delivering the communications activities within an existing internal or change communications plan, which may include, but are not limited to:
 - developing communication objectives,
 - identifying key messages,
 - identifying target audiences,
 - conducting stakeholder analysis,
 - developing new communication channels/using existing ones for dissemination of messages,
 - running employee engagement workshops,
 - intranet and/or web authoring,
 - evaluation.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

External Affairs

Lot No: 15

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category allows us to commission a company, agency or associate to run a media and PR campaign or produce specific releases on behalf of Sheffield City Council.

Work may include (but is not limited to):

- advice for Council services on how to use media relations to communicate effectively with their target audience(s),
- identification of the media that will reach these groups, including specialist trade media where appropriate,
- the distillation of large amounts of complex information,
- spotting the “story” that will interest the media,
- filtering for anything that might be sensitive or inappropriate in the wider Council context,
- anticipating and preparing for any potential negative pitfalls in a story,
- copywriting in a style appropriate for the media,
- briefing photographers,
- obtaining approvals and amendments from the appropriate officers and members,
- targeting the individual journalists and producers who will cover a particular story,
- liaising with the media to “sell in” the story,
- media training, interview preparation and practice with spokespeople,
- the planning and delivery of media campaigns to accompany Council communications campaigns,
- dealing with reactive media enquiries on behalf of the Council,
- strategic reputation management,
- crisis communications support.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Media Buying
Lot No: 16

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The local authority spends around 115 000 GBP annually on media to support its business. We are looking for either individual providers of the below or buyers to purchase on behalf of SCC. This includes but is not limited to:

- large format advertising (paper and digital),
- small format advertising (paper and digital),
- publications advertising,
- public transport advertising,
- media advertising,
- radio advertising.

Providers would be required to provide (but not limited to) the below:

- audience reach statistics,
- outcomes and evaluation reporting,
- GDPR compliance.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Consultation/Surveying

Lot No: 17

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

This category will allow the LA to commission consultation and research work, when required, to engage with identified customers. Such work may include:

- manage consultation and engagement,
- connect to digital consultation tools,
- online consultation and survey tool,
- responsive design for the devices people use — mobile/tablet compatible,
- user-friendly administration dashboard,
- upload predesigned question types — matrix, dropdown, ranking,
- rich media embeds — video, pictures, documents, and receive responder downloads,
- linear and non-linear structure which includes skip logic,
- share preview mode,
- question bank,
- download data spreadsheets,
- dedicated account management,
- user engagement budget simulator,
- collect meaningful and insightful responses,
- configuration — simulate outcome scenarios,
- generate detailed analysis,
- response coding — tagging recurring themes,
- summary report facility — pdf snapshot of responses,
- user-friendly knowledge base — help articles,
- link to specific comment points from outside the system (e.g. through pdf or online maps).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

X1 24 months, subject to satisfactory performance and price.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13.

Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the setting up of a dynamic purchasing system The dynamic purchasing system might be used by additional purchasers

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 30/04/2023 Local time: 23:55

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 18/02/2019

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 48 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.3. Additional information

VI.4. Procedures for review

VI.4.1.

Review body

Official name: Sheffield City Council

Town: Sheffield

Country: United Kingdom

VI.5. Date of dispatch of this notice

14/02/2019