UK-London: Direct marketing services
OJ S 49/2013 09/03/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses
Official name: The Electoral Commission
Postal address: 3 Bunhill Row
Town: London
Postal code: EC1Y 8YZ
Country: United Kingdom
For the attention of: Carlos Freitas
E-mail: cfreitas@electoralcommission.org.uk
Telephone: +44 2072710524
Internet address(es):
General address of the contracting authority: www.electoralcommission.org.uk

I.2. Type of the contracting authority
Body governed by public law

I.3. Main activity
Other: Regulator

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
Call centre to support public awareness campaigns.

II.1.2. Type of contract and place of performance or delivery
Services
Service category No 27: Other services
Main site or place of performance: London.
NUTS code UK United Kingdom

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)
The function of the contact centre for the various campaign is as follows:
— To fulfil requests for voter registration forms and postal vote forms as required, ahead of each election's registration deadline,
— To provide information to callers on the elections and the registration process.

II.1.5. CPV code(s)

79342100 Direct marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)
The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot
Value: 344 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure
Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below
Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union:
Directive 2004/18/EC
1) Justification for the choice of the negotiated procedure without prior publication of a contract notice in the OJEU in accordance with Directive 2004/18/EC
2) Other justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union
The procurement falls outside the scope of application of the directive.
This contract was called off from the Government Procurement Services Framework Agreement RM1708 Lot 3 for Direct Marketing Operational Services.

IV.2. Award criteria

IV.2.1. Award criteria
The most economically advantageous tender in terms of
1. Qualitative factors. Weighting 60
2. Cost factors. Weighting 40

IV.2.2. Information about electronic auction
An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority
C0026-ML-COMMS - GPS Framework Agreement RM1708 Lot 3

IV.3.2. Previous publication concerning this procedure
no

Section V: Award of contract

Contract No: C0026-ML-COMMS
Lot No: 1
- Lot title: Call centre to support public awareness campaigns

V.1.

Date of conclusion of the contract
14.1.2013

V.2. Information about tenders
Number of tenders received: 04
Number of tenders received by electronic means: 04

V.3. Name and address of the contractor
Official name: Callcredit Information Group
Postal address: The Quorum Bond Street
Town: Bristol
Postal code: BS1 3AE
Country: United Kingdom
E-mail: nathan.barton@callcreditgroup.com

V.4. Information on value of the contract/lot
Initial estimated total value of the contract/lot:
Value: 344 000 GBP
excluding VAT
Total value of the procurement:
Value: 344 000 GBP
excluding VAT
If annual or monthly value:
Number of years: 3

V.5. Information about subcontracting
The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds
The procurement is related to a project and/or programme financed by European Union funds: no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body
Official name: The Electoral Commission
Postal address: 3 Bunhill Row
Town: London
Postal code: EC1Y 8YZ
Country: United Kingdom
E-mail: cfreitas@electoralcommission.org.uk
Telephone: +44 2072710524
Internet address: www.electoralcommission.org.uk

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained
Official name: The Electoral Commission
Postal address: 3 Bunhill Row

Town: London
Postal code: EC1Y 8YZ
Country: United Kingdom
E-mail: cfreitas@electoralcommission.org.uk
Telephone: +44 2072710524
Internet address: www.electoralcommission.org.uk

VI.4. Date of dispatch of this notice

6.3.2013