

**United Kingdom-Sunderland: Graphic design services**  
**OJ S 49/2016 10/03/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: The North East Automotive Alliance Limited  
Postal address: RTC North, 1 Hylton Park, Wessington Way  
Town: Sunderland  
Postal code: SR5 3HD  
Country: United Kingdom  
For the attention of: Laura Gage  
E-mail: [lgage@northeastautomotivealliance.com](mailto:lgage@northeastautomotivealliance.com)  
Telephone: +44 1915164400

**Internet address(es):**

General address of the contracting authority: <http://www.northeastautomotivealliance.com/>

**I.2. Type of the contracting authority**

Regional or local agency/office

**I.3. Main activity**

Other: automotive membership body

**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**

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**II.1. Description**

**II.1.1. Title**

100216 North East Automotive Alliance Design and Print Services.

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

Services  
Service category No 13: Advertising services  
NUTS code

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

The procurement involves the establishment of a framework agreement

**II.1.4. Short description of the contract or purchase(s)**

The NEAA is looking to select a provider that will be responsible for the supply of design and printing services. Design and printing requirements will vary and demand will be on an as and when basis.

**II.1.5. CPV code(s)**

79822500 Graphic design services, 79800000 Printing and related services

### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **II.2. Total value of the contract/lot**

#### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Price — value for money. Weighting 30
2. Relevant experience and track record. Weighting 40
3. Understanding of project requirements and ability to deliver. Weighting 30

#### **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**

100216 North East Automotive Alliance Design and Print Services

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

##### **Contract notice**

Notice number in the OJ S: [2016/S 030-048607](#) of 12.2.2016

## **Section V: Award of contract**

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### **V.1. Date of conclusion of the contract**

3.3.2016

### **V.2. Information about tenders**

Number of tenders received: 16

### **V.3. Name and address of the contractor**

Official name: Horizonworks Marketing Ltd  
Postal address: The Grainger Suite, Dobson House, Regent Centre  
Town: Newcastle  
Postal code: NE3 3PF  
Country: United Kingdom

### **V.4. Information on value of the contract/lot**

### **V.5. Information about subcontracting**

## **Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

yes

Identification of the project: Advancing the Competitiveness of NE Automotive SMEs (ACE SME).

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

8.3.2016