

United Kingdom-Durham: Public relations services
OJ S 67/2014 04/04/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: County Durham Procurement Consortium
Postal address: Bede House, Unit 3, Belmont Business Park
Town: Durham
Postal code: DH1 1TW
Country: United Kingdom
For the attention of: Patricia Green
E-mail: patricia.green@cddft.nhs.uk
Telephone: +44 1913332624

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services
Health

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

PR Support SP730, Fresh, Smoke Free North East and Balance, the North East Alcohol Office.

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

Services
NUTS code

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)

Fresh, Smoke Free North East and Balance, the North East Alcohol Office are publicly funded organisations based in the North East of England. Their remit is to reduce smoking levels and the impact of alcohol misuse amongst their local population using a multi-strand approach based on best national and international evidence. A key element of their work is the engagement of national, regional and local media and a wide range of partners both in the North East and elsewhere. To that end, both offices are looking for agency support. Companies with the relevant experience and expertise are invited to tender for the following lots:

- PR and stakeholder engagement support for Fresh.
- PR and stakeholder engagement support for Balance.

II.1.5. CPV code(s)

79416000 Public relations 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

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Cost. Weighting 40
2. Supporting Stakeholder Relations. Weighting 10
3. Understanding the Issue. Weighting 10
4. Ideas and Understanding. Weighting 10
5. Creating Awareness. Weighting 10
6. Client Service. Weighting 10
7. Communications. Weighting 10

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

PR Support SP730, Fresh, Smoke Free North East and Balance, the North East Alcohol Office.

IV.3.2. Previous publication concerning this procedure

Contract notice

of 22.5.2013

Section V: Award of contract

Contract No: PR Support SP730, Fresh, Smoke Free North East and Balance, the North East Alcohol Office

Lot No: 1

- Lot title: Fresh

V.1. Date of conclusion of the contract

20.3.2014

V.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

V.3. Name and address of the contractor

Official name: Gardiner Richardson Limited

Postal address: Generator Studios, Trafalgar Street

Town: Newcastle upon Tyne

Postal code: NE1 2LA

Country: United Kingdom

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: PR Support SP730, Fresh, Smoke Free North East and Balance, the North East Alcohol Office

Lot No: 2

- Lot title: Balance

V.1. Date of conclusion of the contract

20.3.2014

V.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

V.3. Name and address of the contractor

Official name: Gardiner Richardson Limited

Postal address: Generator Studios, Trafalgar Street

Town: Newcastle upon Tyne

Postal code: NE1 2LA

Country: United Kingdom

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

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

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

31.3.2014