

**UK-Coventry: Public relations services**  
**OJ S 81/2013 25/04/2013**  
**Contract notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Coventry University Higher Education Corporation Group

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

Contact person: Procurement Department

Telephone: +44 2476887392

Fax: +44 2476795120

**Internet address(es):**

General address of the contracting authority: <http://www.coventry.ac.uk/life-on-campus/the-university/key-information/procurement/>

Address of the buyer profile: <http://www.coventry.ac.uk/life-on-campus/the-university/key-information/procurement/>

Electronic access to information: <https://in-tendhost.co.uk/coventryuniversity/asp/Tenders/Current>

Electronic submission of tenders and requests to participate: <https://in-tendhost.co.uk/coventryuniversity/asp/Tenders/Current>

**Additional information can be obtained from:**

the abovementioned address

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

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address

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

Body governed by public law

**I.3. Main activity**

Education

**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 attributed to the contract by the contracting authority**

Public relations and communications management.

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

Services

Service category No 27: Other services

NUTS code UKG33 Coventry

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

The procurement involves the establishment of a framework agreement

**II.1.4. Information about framework agreement**

Framework agreement with several operators

Maximum number envisaged maximum number of participants to the framework agreement  
: 6

**Duration of the framework agreement**

Duration in years: 4

**Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT: 920 000 GBP

**II.1.5. Short description of the contract or purchase(s)**

Coventry University wishes to appoint a supplier for Public Relations and Communications requirements.

The appointed agency will be expected to work with our Marketing and Communications department for strategic and tactical PR and communications activity including but not limited to general media liaison.

**II.1.6. CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy 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: yes

Tenders may be submitted for one or more lots

**II.1.9. Information about variants**

Variants will be accepted: no

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

Coventry University wishes to appoint a supplier for Public Relations and Communications requirements.

The appointed agency will be expected to work with our Marketing and Communications department for strategic and tactical PR and communications activity including but not limited to general media liaison.

Estimated value excluding VAT: 920 000 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**

Duration in months: 48 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Corporate PR an communication services

**1) Short description**

Will involve areas such as:

Profile Building,  
PR,  
Public Affairs,  
Media Relations,  
Media training.

**2) CPV code(s)**

79416200 Public relations consultancy services

**3) Quantity or scope**

Will involve areas such as:

Profile Building,  
PR,  
Public Affairs,  
Media Relations,  
Media training.

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 2

Lot title: On Site local provision

**1) Short description**

Will involve areas such as:

Local PR,  
Stakeholder liaison,  
Local profiling,  
Media relations.

**2) CPV code(s)**

79416200 Public relations consultancy services

**3) Quantity or scope**

Will involve areas such as:

Local PR,  
Stakeholder liaison,  
Local profiling,  
Media relations.

**4) Indication about different time frame or duration**

**5) Additional information about lots**

**Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

No deposits are required but parent guarantees may be required at a later stage of the tender process.

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

As per pre-qualification questionnaire.

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

If the contract is awarded to a consortium, joint venture or alliance, applicants will be required to contract with joint and several liability under English law either nominate a lead service provider with whom the contracting authority can contract and to whom all communication will be addressed or to form themselves into a single entity before the contract is awarded.

#### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

#### **III.2.2. Economic and financial ability**

#### **III.2.3. Technical and professional ability**

#### **III.2.4. Information about reserved contracts**

### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

#### **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: no

## **Section IV: Procedure**

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### **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 minimum number 10: and Maximum number 16

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated no

### **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**

PD-062-PR and communications.

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

no

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

Time limit for receipt of requests for documents or for accessing documents: 28.5.2013 - 12:00

Payable documents: no

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

28.5.2013 - 12:00

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

11.6.2013

##### **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**

Date: 17.7.2013 - 12:00

Persons authorised to be present at the opening of tenders: no

#### **Section VI: Complementary information**

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##### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published: April 2017.

##### **VI.2. Information about European Union funds**

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

no

##### **VI.3. Additional information**

##### **VI.4. Procedures for review**

###### **VI.4.1. Review body**

Official name: Coventry University Procurement

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

**Body responsible for mediation procedures**

Official name: Coventry University Legal Department

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

**VI.4.2. Review procedure**

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

Official name: Coventry University Procurement

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

**VI.5. Date of dispatch of this notice**

23.4.2013