

**United Kingdom-Birmingham: Marketing services**

OJ S 77/2016 20/04/2016

Contract notice

Services

**Directive 2004/18/EC****Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Birmingham Voluntary Service Council

Postal address: 138 Digbeth

Town: Birmingham

Postal code: B5 6DR

Country: United Kingdom

For the attention of: Mr Stephen Raybould

E-mail: [stephenr@bvsc.org](mailto:stephenr@bvsc.org)

Telephone: +44 01216788825

**Internet address(es):**General address of the contracting authority: [www.in-tend.co.uk/bvsc](http://www.in-tend.co.uk/bvsc)Address of the buyer profile: [www.bvsc.org](http://www.bvsc.org)**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**

Other: Council for Voluntary Service (CVS)

**I.3. Main activity****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**

Provision of Marketing and Communications Services for Ageing Better in Birmingham.

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

Services

Service category No 27: Other services

NUTS code

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

The notice involves a public contract

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

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

The aim of this Contract is for the provision of Marketing and Communications services for the Ageing Better in Birmingham Project throughout its life, to raise awareness, sell the Project's aims and achievements to a wide range of audiences, communicate and extract key messages, any areas for improvement and ways to spread learning. The key to any project or campaign's success lies in effective communications with a wide range of audiences using different types of media. A sustained Marketing and Communications service is required to keep the Project and its various delivery aspects 'front of mind' for its target audience.

BVSC as Contracting Authority through this Contract aims to ensure Marketing and Communications services of the Ageing Better in Birmingham project.

Upon Expressing an Interest in this opportunity bidders will receive the full set of documents for this opportunity. Please note this is a two stage process and the only documents that require action at this PQQ stage are the Microsoft Word documents; all other documents are for information only and are currently in a PDF format. If bidders are successful in passing the PQQ stage and progress to the ITT stage these documents will be made available in Microsoft Word.

The deadline for the first stage of this process is 12:00 pm on 16.5.2016. Bidders can express an interest in this opportunity up to this deadline.

Clarification questions in regards to the PQQ stage can be asked up to the deadline of 23:59 on 10.5.2016. Please note responses to clarifications can take up to 2 working days; clarifications submitted after the deadline on 10.5.2016 may not be responded to.

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

79342000 Marketing services, 79340000 Advertising and marketing services

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **II.1.8. Lots**

This contract is divided into lots: no

### **II.1.9. Information about variants**

Variants will be accepted: no

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

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

### **II.2.2. Information about options**

### **II.2.3. Information about renewals**

## **II.3. Duration of the contract or time limit for completion**

Start 22.8.2016. Completion 31.3.2021

## **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**

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

- III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**
- III.1.4. Contract performance conditions**
- 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**
  - 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**
  - IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**
- IV.2. Award criteria**
  - IV.2.1. Award criteria**
  - 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**  
BVSC/MARCOMMS/01
  - IV.3.2. Previous publication concerning this procedure**  
no
  - IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**  
Payable documents: no
  - IV.3.4. Time limit for receipt of tenders or requests to participate**  
16.5.2016

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

**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**

## **Section VI: Complementary information**

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**VI.1. Information about recurrence**

**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**

**VI.4.2. Review procedure**

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

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

15.4.2016