

United Kingdom-Durham: Advertising and marketing services

OJ S 87/2014 06/05/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: County Durham Procurement Consortium on behalf of County Durham & Darlington NHS Foundation Trust

Postal address: Bede House, Belmont Business Park

Town: Durham

Postal code: DH1 1TW

Country: United Kingdom

For the attention of: Linzi Davis

E-mail: linzi.davis@cddft.nhs.uk

Telephone: +44 1913332097

Internet address(es):

Electronic submission of tenders and requests to participate: <http://https://www.cardea.nhs.uk/Cardea/DisplayModules/TradeModules/Negotiations/Opportunities/ViewOpportunityEvent.aspx?EventID=2645&Culture=en-GB>

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

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 attributed to the contract by the contracting authority

Integrated Mass Media, Creative & Advertising Agency.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Durham & Darlington Area.

NUTS code UKC1 Tees Valley and Durham

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)

Fresh, Smoke Free North East and Balance, the North East Alcohol Office are public health-funded organisations based in the North East of England. Their respective remits are to reduce the harm caused by tobacco and alcohol amongst their local population using a multi-strand approach based on best national and international evidence.

A key element of their work is the delivery of integrated campaigns, marketing and stakeholder engagement programmes and, to that end, both organisations are looking for agency support. This opportunity is advertised in two lots;

Lot 1 – Integrated campaign development, advertising, media planning and buying support for Fresh.

Lot 2 – Integrated campaign development, advertising, media planning and buying support for Balance.

Companies with the relevant experience and expertise are invited to tender for Lot 1, Lot 2 or both Lots.

The initial contract award is for 12 months with an option to extend for up to a further 36 months (3 x 12) subject to annual performance reviews and the availability of funding.

For further information on the two organisations go to:

www.freshne.com and www.balancenortheast.co.uk

To Express your Interest in this contract please log onto the address below and follow the instructions on CARDEA:

<https://www.cardea.nhs.uk/Cardea/DisplayModules/TradeModules/Negotiations/Opportunities/ViewOpportunityEvent.aspx?EventID=2645&Culture=en-GB>

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79341000 Advertising services, 79341100 Advertising 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

II.2.2. Information about options

II.2.3. Information about renewals

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

Duration in months: 12 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: SP1007 Integrated Campaign Development, Advertising, Media Planning and Buying Support for Fresh

1) Short description

Agency support for the delivery of integrated campaigns, marketing and stakeholder engagement programmes for Fresh, Smoke Free North East whose remit is to reduce the harm caused by tobacco amongst their local population using a multi-strand approach based on best national and international evidence.

For further information on Fresh, log on to www.freshne.com

The contract period is initially for 12 months with an option to extend for up to a further 36 months (12 + 12 + 12) subject to annual performance reviews and availability of funding. To Express your Interest in this contract please log onto the address below and follow the instructions on CARDEA;

<https://www.cardea.nhs.uk/Cardea/DisplayModules/TradeModules/Negotiations/Opportunities/ViewOpportunityEvent.aspx?EventID=2645&Culture=en-GB>

2) CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79341000 Advertising services, 79341100 Advertising consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

Duration in months: 12 (from the award of the contract)

5) Additional information about lots

Lot No: 2

Lot title: SP1007 Integrated Campaign Development, Advertising, Media Planning and Buying Support for Balance

1) Short description

Agency support for the delivery of integrated campaigns, marketing and stakeholder engagement programmes for Balance whose remit is to reduce the harm caused by alcohol amongst their local population using a multi-strand approach based on best national and international evidence.

For further information regarding Balance, log on to www.balancenortheast.co.uk

The initial contract period is for 12 months with an option to extend for up to a further 36 months (12 + 12 + 12) subject to annual performance and the availability of funding. To Express your Interest in this contract please log onto the address below and follow the instructions on CARDEA:

<https://www.cardea.nhs.uk/Cardea/DisplayModules/TradeModules/Negotiations/Opportunities/ViewOpportunityEvent.aspx?EventID=2645&Culture=en-GB>

2) CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79341000 Advertising services, 79341100 Advertising consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

Duration in months: 12 (from the award of the contract)

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

The Contracting Authority reserves the right to require deposits, guarantees, bonds, insurance cover and/or other forms of security cover it deems appropriate.

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

Further details will be provided to those who express interest in this opportunity and/or are invited to tender.

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

Groupings of bidders may be required to form a separate limited company and/or that one takes full responsibility and/or that each takes joint and several liability.

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

List and brief description of conditions: Please see pre-qualification questionnaire and for those shortlisted, the Invitation to Tender.

III.2.2. Economic and financial ability

List and brief description of conditions: Please see pre-qualification questionnaire and for those shortlisted, the Invitation to Tender.

III.2.3. Technical and professional ability

List and brief description of conditions:

Please see pre-qualification questionnaire and for those shortlisted, the Invitation to Tender.

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

Section IV: Procedure

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 number of candidates: 5

Objective criteria for choosing the limited number of candidates: Full details of the criteria are detailed in the pre-qualification questionnaire which must be sought and returned by the closing deadline.

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

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

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

SP1007

IV.3.2. Previous publication concerning this procedure

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

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

16.6.2014 - 12:00

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

VI.1. Information about recurrence

VI.2. Information about European Union funds

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

2.5.2014