

**United Kingdom-London: Digital printing services**  
**OJ S 95/2014 17/05/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: London Legacy Development Corporation (LLDC)

Postal address: Level 10, 1 Stratford Place

Town: London

Postal code: E20 1EJ

Country: United Kingdom

For the attention of: Nieves Childerley

E-mail: [nieveschilderley@londonlegacy.co.uk](mailto:nieveschilderley@londonlegacy.co.uk)

Telephone: +44 2032881815

**Internet address(es):**

Electronic access to information: [www.supplyinglondon.gov.uk](http://www.supplyinglondon.gov.uk)

Electronic submission of tenders and requests to participate: [www.supplyinglondon.gov.uk](http://www.supplyinglondon.gov.uk)

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

Body governed by public law

**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: yes

Official name: E20 Stadium LLP

Postal address: C/O London Legacy Development Corporation Level 10 1 Stratford Place,  
Montfichet Road

Town: London

Postal code: E20 1EJ

Country: United Kingdom

Official name: Transport for London

Postal address: 42-50 Victoria Street

Town: London

Postal code: SW1H 0TL

Country: United Kingdom

Official name: Greater London Authority

Postal address: City Hall, The Queen's Walk

Town: London

Postal code: SE1 2AA

Country: United Kingdom

Official name: Mayors Office for Policing and Crime

Postal address: City Hall, The Queens Walk

Town: London

Postal code: SE1 2AA

Country: United Kingdom

Official name: London Fire and Emergency Planning Authority  
Postal address: 169 Union Street  
Town: London  
Postal code: SE1 0LL  
Country: United Kingdom

## **Section II: Object of the contract**

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### **II.1. Description**

#### **II.1.1. Title**

Graphic Production and Brand implementation.

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

Services

Service category No 15: Publishing and printing services on a fee or contract basis

NUTS code UK United Kingdom

#### **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)**

Digital printing services. Printing and related services. Signage. Graphic design services.

Graphic and Digital Print Production onto all substrates for internal and external brand implementation. Digital printing and related services are also required.

Single supplier framework agreement for the provision of graphic production and brand implementation services on a 'one stop shop' basis to include (but not limited to the following services)

Pre-production services:

Full 'cradle to the grave' project management;

Full in house Studio services- including but not limited to concept creation and visualisations;

Materials research and recommendations;

Graphic design services;

Artworking, using the Contracting Authority brand guidelines;

Artwork formatting for all interior and exterior applications from Grand format to one-off, low run digital print outputs;

Colour matching and proof reading (including but not limited to full colour proofs for client sign off);

Setting up and management of a dedicated client approvals IT system (extranet) and process;

Rapid reaction services for urgent low run graphical print outputs.

Production / Manufacture / supply:

Materials Production (internal and external applications);

Silk Screen;

Dot Printing;

Proofing and colour matching;

Grand and large format Digital Print Production onto a variety of interior and exterior substrates;

Digital Print Production off the roll for high linear meterage applications including, but not limited to fence scrims, building wraps, barrier jackets etc., as well as low run applications i.e. exhibition & display graphics, flags, posters, high and low-tac floor graphics, window graphics, stickers, vehicle wraps, display systems and backdrops;

A variety of other print production techniques as required;

Finishing, including but not limited to wrapping, sealing, welding, stitching, eyelets clamps, fixing caps, Velcro, ties etc;

Hire and/or purchase of ancillary goods i.e. flag poles, concrete ground supports, sign posts, A-frames, scaffold gantries etc;

Production and installation of branded temporary structures required.

Load-In services:

Submission of RAMS for Contracting Authority as well as local authority planning approval as and when required;

Site surveys;

Attending all relevant site inductions;

Appropriate training and certified qualifications e.g. H&S, working at height, operating plant etc. and all other services required to deliver the project;

Appropriate Plant hire;

Appropriate and clean branded PPE;

Crew welfare services as appropriate;

Asset Installation;

Asset Maintenance;

Rapid reaction replacement.

Load-Out services:

Decommissioning and safe removal of all assets;

Where possible and appropriate the repurposing of assets in line with LLDC's Sustainability policy;

Appropriate and responsible recycling of all waste and materials in line with LLDC's Sustainability Policy;

Generating and submitting 'cradle to the grave' lessons learnt for implementation into future activities.

Any other associated services which may be required for the performance of the above main services or similar services necessary but unforeseeable at the time of this notice.

This framework agreement is open to the E20 Stadium LLP and all the members of the Greater London Authority (GLA) family and their successor bodies to use. Currently the members of the GLA family are: London Legacy Development Corporation (LLDC) Greater London Authority, Transport for London, London Fire and Emergency Planning Authority and Mayor's Office for Policing and Crime.

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

79811000 Digital printing services, 79800000 Printing and related services, 34928470 Signage , 79822500 Graphic design 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**

Restricted

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

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

The most economically advantageous tender in terms of

1. Rates. Weighting 15
2. Product price list. Weighting 10
3. Discounts. value in kind and storage offer. Weighting 5
4. Contract mark up. Weighting 10
5. Response to the Scenario (Methodology/Approach to Delivery). Weighting 25
6. Performance Management. Weighting 15
7. Health and Safety. Weighting 10
8. Priority Themes. 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**

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

#### **Contract notice**

Notice number in the OJ S: [2013/S 225-392012](#) of 20.11.2013

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

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

11.4.2014

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

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

Official name: CSM Sport & Entertainment LLP

Postal address: Heather Court, 6 Maidstone Road, Sidcup Postal code: DA14 5HH

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**

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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:  
no

### **VI.2. Additional information**

This framework agreement is open to the E20 Stadium LLP and all the members of the Greater London Authority (GLA) family and their successor bodies to use. Currently the members of the GLA family are: London Legacy Development Corporation (LLDC) Greater

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

Official name: London Legacy Development Corporation

Postal address: Level 10, 1 Stratford Place, Montfichet Road

Town: London

Postal code: E20 1EJ

Country: United Kingdom

Telephone: +44 2032881800

Internet address: <http://queenelizabetholympicpark.co.uk/>

#### **VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: Precise information on deadline(s) for lodging appeals: The Contracting Authority will notify all candidate operators of the pre-selection results (where available i.e. not if the Open procedure is used) prior to issuing the Invitation to Tender (ITT).

The Contracting Authority has incorporated in the Procurement timetable a mandatory 10-calendar day standstill period at the point where notification and information on the award of the contract is (electronically) provided to all Tenderers.

The Public Contracts Regulations of 2006 and the Amendment Regulations of 2009 (SI 2009 No. 2992 – the '2009 Regulations') provide for aggrieved operator who have been harmed or are at risk of harm by a breach of the relevant procurement rules to take action in the High Court (England, Wales and Northern Ireland).

An aggrieved operator may apply to the Court at any time during the procurement process to order the Contracting Authority to amend any procurement related document, or set a decision aside of the the award decision or order the and may award damages.

If the Contracting Authority is formally notified of such court action during the standstill period, it shall suspend the process leading to the award of the contract.

After the contract has been entered into, the Court may, upon the application of an aggrieved operator declare the contract ineffective or shorten its term and/or award damages (and impose penalties on the Contracting Authority to be collected by the HM Treasury), if the relevant grounds and conditions under the 2009 Regulations are met.

The Contracting Authority would however urge any aggrieved operator (candidate or Tenderer) to communicate any issues with the contact of this procurement (see Section I above) by raising a Clarification Question through the SupplyingLondon Portal in the first instance in case a solution can be found to avert time consuming court actions.

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

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

14.5.2014