

UK-Durham: Public relations services  
OJ S 99/2013 24/05/2013  
Contract notice  
Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: County Durham Procurement Consortium  
Postal address: Bed 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](mailto:patricia.green@cddft.nhs.uk)  
Telephone: +44 1913332624

#### Internet address(es):

General address of the contracting authority: <http://events.transaxions.com/service.aspx?event=6558>

#### 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

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

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### II.1. Description

#### II.1.1. Title attributed to the contract by the contracting authority

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 UKC North East (England)

#### 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 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

The contract will run from appointment (December 2013) until 31 December 2014 with the possible extension of a further 12 months + 12 months subject to satisfactory performance and the availability of funding.

For further information on the two organisations go to:

[www.freshne.com](http://www.freshne.com)

[www.balancenortheast.co.uk](http://www.balancenortheast.co.uk)

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

79416000 Public relations 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: yes

Tenders may be submitted for one or more lots

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

Variants will be accepted: yes

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

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

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

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For further information on the two organisations go to:

## **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**

Information about lots

Lot No: 1

Lot title: PR and Stakeholder engagement support for Fresh

### **1) Short description**

Fresh, Smoke Free North East are a publicly funded organisation based in the North East of England. Their remit to reduce smoking levels amongst their local population using a multi-strand approach based on best national and international evidence

### **2) CPV code(s)**

79416000 Public relations services

### **3) Quantity or scope**

The contract will run from appointment (December 2013) until 31 December 2014 with the possible extension of a further 12 months + 12 months

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

### **5) Additional information about lots**

Lot No: 2

Lot title: PR and Stakeholder engagement support for Balance

### **1) Short description**

Balance is a publicly funded organisation based in the North East of England. Their remit to reduce the impact of alcohol misuse amongst their local population using a multi-strand approach based on best national and international evidence

### **2) CPV code(s)**

79416000 Public relations services

### **3) Quantity or scope**

The contract will run from appointment (December 2013) until 31 December 2014 with the possible extension of a further 12 months + 12 months subject to satisfactory performance and the availability of funding.

### **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**

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**

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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**

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**

SP730 PR Support for Fresh and Balance

**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: 24.6.2013 - 12:00

Payable documents: no

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

24.6.2013 - 12:00

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

12.7.2013

**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**

**Section VI: Complementary information**

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**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**

22.5.2013