

United Kingdom-Plymouth: Advertising and marketing services

OJ S 97/2014 21/05/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: City College Plymouth

Postal address: Kings Road, Devonport

Town: Plymouth

Postal code: PL1 1QG

Country: United Kingdom

Contact person: Finance

For the attention of: Sandra Wilson

E-mail: tenders@cityplym.ac.uk

Telephone: +44 1752305300

Fax: +44 1752305116

Internet address(es):General address of the contracting authority: <http://www.cityplym.ac.uk>Address of the buyer profile: http://www.mytenders.org/search/search_authprofile.aspx?id=aa27368Electronic access to information: www.mytenders.orgElectronic submission of tenders and requests to participate: www.mytenders.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**

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

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

City College Plymouth Media Planning and Buying Services.

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: Plymouth Devon.
NUTS code UKK41 Plymouth

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)

City College Plymouth are inviting interested organisations to tender for the Provision of Media Planning and Buying Services for the purposes of student recruitment. The contract will run from the 1.10.2014 to 1.10.2017 with a possible one year extension pending performance. There are five main recruitment campaigns which operate throughout each Academic year. Full details of City College Plymouth's requirements are provided in the Part 2 - Specification of the tender document.

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at http://www.myTenders.org/Search/Search_Switch.aspx?ID=116799.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at http://www.myTenders.org/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising 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: no

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Contract is expected to be for three years at an annual spend of 100,000 GBP. Charity advertising exemption means that VAT does not apply.
Estimated value excluding VAT: 300 000 GBP

II.2.2. Information about options

Options: yes

Description of options: Possible one year extension subject to satisfactory performance under contract.

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Start 1.10.2014. Completion 1.10.2017

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

As specified in contract.

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

If a consortium bid is made a lead contractor may be required to accept joint and severable 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: (1) All candidates will be required to produce a certificate or declaration demonstrating that they are not bankrupt or the subject of an administration order, are not being wound-up, have not granted a trust deed, are not the subject of a petition presented for sequestration of their estate, have not had a receiver, manager or administrator appointed and are not otherwise apparently insolvent.

(2) All candidates will be required to produce a certificate or declaration demonstrating that the candidate, their directors, or any other person who has powers of representation, decision or control of the candidate has not been convicted of conspiracy, corruption, bribery, or money laundering. Failure to provide such a declaration will result in the candidate being declared ineligible and they will not be selected to participate in this procurement process.

(3) All candidates will be required to produce a certificate or declaration demonstrating that they have not been convicted of a criminal offence relating to the conduct of their business or profession.

(4) All candidates will be required to produce a certificate or declaration demonstrating that they have not committed an act of grave misconduct in the course of their business or profession.

(5) All candidates must comply with the requirements of the State in which they are established, regarding registration on the professional or trade register.

(6) Any candidate found to be guilty of serious misrepresentation in providing any information required, may be declared ineligible and not selected to continue with this procurement process.

(7) All candidates will have to demonstrate that they are licensed, or a member of the relevant organisation, in the State where they are established, when the law of that State prohibits the provision of the services, described in this notice, by a person who is not so licensed or who is not a member of the relevant organisation.

(8) All candidates will be required to produce a certificate or declaration demonstrating that they have fulfilled obligations relating to the payment of social security contributions under the law of any part of the United Kingdom or of the relevant State in which the candidate is established.

(9) All candidates will be required to produce a certificate or declaration demonstrating that

they have fulfilled obligations relating to the payment of taxes under the law of any part of the United Kingdom or of the relevant State in which the economic operator is established.

III.2.2. Economic and financial ability

List and brief description of conditions: (1) All candidates will be required to provide evidence of relevant professional risk indemnity insurance.

(2) All candidates will be required to provide a statement, covering the 3 previous financial years including the overall turnover of the candidate and the turnover in respect of the activities which are of a similar type to the subject matter of this notice.

(3) All candidates will be required to provide statements of accounts or extracts from those accounts relating to their business.

Contractors need to be trading for at least one year with a turnover of 250,000 GBP per annum.

Minimum level(s) of standards possibly required: If you cannot provide statement of accounts for three years we will accept the following:

A statement of turnover, profit & loss account and cash flow for the most recent year of trading and

A statement of cash flow forecast for the current year and a bank letter outlining the current cash and credit position.

III.2.3. Technical and professional ability

List and brief description of conditions:

(1) A check may be carried out by the contracting authority or by a competent official body of the State in which the candidate is established, to verify the technical capacity of the candidate; and if relevant, on the candidates study and research facilities and quality control measures.

(2) An indication of the proportion of the contract which the services provider intends possibly to subcontract.

As per schedules part 5 in 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

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: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

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

SW002

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

30.6.2014 - 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

Duration in months: 3 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 30.6.2014 - 13:00

Place:

KIB001, Finance, City College Plymouth, Kings Road, Plymouth, PL1 5QG.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Representatives from City College Plymouth Finance Department including the Head of Finance and Procurement Officer. The City College Plymouth Vice Principal of Enterprise. Representatives from City College Plymouth's Marketing department including the Head of Marketing and Marketing Manager. Representatives from City College Plymouth's Legal department.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: Pending performance of contract and potential one year extension the next notice could be May 2018.

VI.2. Information about European Union funds

VI.3. Additional information

Contract Variants

We will accept contract variants in addition to your compliant tender bid.

1. Any contract(s) entered into as a result of this notice shall be considered as contract(s) made under English law and subject to the exclusive jurisdiction of the English Courts.

2. City College Plymouth reserves the right not to enter into any agreement or award any contract as a result of this notice and to vary or change or not to proceed with this competition at any stage of the procurement process.

3. City College Plymouth shall not be responsible for any costs incurred by any candidate responding to this notice.

4. If any candidate considers that any information supplied by it is commercially sensitive or confidential in nature, this should be highlighted and the reasons for its sensitivity as well as the duration of that sensitivity specified. Candidates should be aware that even where they have indicated that information is commercially sensitive, City College Plymouth may be required to disclose it pursuant to the Freedom of Information Act 2000 in response to a request where such disclosure is considered to be in the public interest. Please note that the receipt by City College Plymouth of any materials marked "confidential" or equivalent shall not be taken to mean that City College Plymouth accepts any duty of confidence by virtue of that marking.

(MT Ref:116799)

VI.4. Procedures for review

VI.4.1. Review body

Official name: City College Plymouth

Postal address: Kings Road, Devonport

Town: Plymouth

Postal code: PL1 5QG

Country: United Kingdom

E-mail: tenders@cityplym.ac.uk

Telephone: +44 1752305891

Fax: +44 1752305116

Internet address: www.cityplym.ac.uk

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: The authority will incorporate a minimum 10 day calendar standstill period (or 15 days if non electronic methods used) at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2006 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 30 days).

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

VI.5. Date of dispatch of this notice

16.5.2014