

**United Kingdom-Llanelli: Public relations services**

**OJ S 88/2018 08/05/2018**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Coleg Sir Gar

Postal address: Coleg Sir Gâr, Graig Campus, Sandy Road, Carmarthenshire

Town: Llanelli

NUTS code: UKL Wales

Postal code: SA15 4DN

Country: United Kingdom

E-mail: [heidi.davies@colegsirgar.ac.uk](mailto:heidi.davies@colegsirgar.ac.uk)

Telephone: +44 1554748092

Fax: +44 1554748022

**Internet address(es):**

Main address: [www.colegsirgar.ac.uk](http://www.colegsirgar.ac.uk)

Address of the buyer profile: [https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0265](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0265)

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.sell2wales.gov.wales](http://www.sell2wales.gov.wales)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [www.sell2wales.gov.wales](http://www.sell2wales.gov.wales)

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Public Relations, Communication and Marketing Support

**II.1.2. Main CPV code**

79416000 Public relations services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

The College wish to secure the services of an established public relations company with a breadth of experience to create and implement a Marketing Plan, and to provide a variety of associated services, in order to increase awareness of the Gwaredu BVD programme in Wales. The Contract will run from July 2018 for 3 years.

### **II.1.5. Estimated total value**

Value excluding VAT: 200 000,00 GBP

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

72420000 Internet development services, 72000000 IT services: consulting, software development, Internet and support, 73220000 Development consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79340000 Advertising and marketing services, 79342100 Direct marketing services, 79342200 Promotional services

### **II.2.3. Place of performance**

NUTS code: UKL Wales

### **II.2.4. Description of the procurement**

The College wish to secure the services of an established public relations company with a breadth of experience to create and implement a Marketing Plan, and to provide a variety of associated services, in order to increase awareness of the Gwaredu BVD programme in Wales. The Contract will run from July 2018 for 3 years.

### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 5

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

## II.2.14. Additional information

### Section III: Legal, economic, financial and technical information

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#### III.1. Conditions for participation

##### III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

##### III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

#### III.2. Conditions related to the contract

##### III.2.3. 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

### Section IV: Procedure

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#### IV.1. Description

##### IV.1.1. Type of procedure

Restricted procedure

##### IV.1.3. Information about a framework agreement or a dynamic purchasing system

##### IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

#### IV.2. Administrative information

##### IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 04/06/2018 Local time: 12:00

##### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 06/06/2018

##### IV.2.4. Languages in which tenders or requests to participate may be submitted

English

##### IV.2.6. Minimum time frame during which the tenderer must maintain the tender

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

### Section VI: Complementary information

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#### VI.1. Information about recurrence

This is a recurrent procurement: no

#### VI.3. Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at [https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=81535](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=81535)

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at [https://www.sell2wales.gov.wales/sitehelp/help\\_guides.aspx](https://www.sell2wales.gov.wales/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.  
(WA Ref:81535).

The buyer considers that this contract is suitable for consortia.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Coleg Sir Gar

Postal address: Graig Campus, Sandy Road, Carmarthenshire

Town: Llanelli

Postal code: SA15 4DN

Country: United Kingdom

Telephone: +44 1554748092

Fax: +44 1554748022

Internet address: [www.colegsirgar.ac.uk](http://www.colegsirgar.ac.uk)

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

04/05/2018