

**United Kingdom-Liverpool: Marketing services**  
**OJ S 115/2016 16/06/2016**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: University of Liverpool

Postal address: Procurement, Foundation Building, 765 Brownlow Hill

Town: Liverpool

NUTS code: UKD52 Liverpool

Postal code: L69 7ZX

Country: United Kingdom

E-mail: [c.farrell@liv.ac.uk](mailto:c.farrell@liv.ac.uk)

**Internet address(es):**

Main address: <https://in-tendhost.co.uk/liverpooluni/>

Address of the buyer profile: <https://in-tendhost.co.uk/liverpooluni/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://in-tendhost.co.uk/liverpooluni/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://in-tendhost.co.uk/liverpooluni/>

Tenders or requests to participate must be submitted to the abovementioned address

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

Other type: university

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

LCR 4.0 Marketing and Communications.

Reference number: 2016/26/MRW

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The University of Liverpool is seeking expressions of interest from capable suppliers to support the Liverpool City Region (LCR) 4.0 European Regional Development Programme (ERDF) with development and delivery of the marketing, and communications activity.

**II.1.5. Estimated total value**

Value excluding VAT: 170 000,00 GBP

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.3. Place of performance**

NUTS code: UKD52 Liverpool

Main site or place of performance: Liverpool.

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

The University of Liverpool is seeking expressions of interest from capable suppliers to support the Liverpool City Region (LCR) 4.0 European Regional Development Programme (ERDF) with development and delivery of the marketing, and communications activity.

**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**

Start: 01/09/2016 End: 30/09/2020

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: yes

**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:  
yes

Identification of the project:

**II.2.14. Additional information**

Led by the University of Liverpool's Virtual Engineering Centre (VEC), the Liverpool City Region (LCR) 4.0 includes several partners: Liverpool John Moores University (specifically ETRI, the Faculty of Engineering and Technology Research Institute), Sensor City, STFC Hartree Centre (part of the Science and Technology Facilities Council) and the Liverpool City Region LEP (Local Enterprise Partnership).

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

**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

## **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: no

### **IV.2. Administrative information**

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

Date: 15/07/2016 Local time: 12:00

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

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

English

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement. The tender documentation is located on the following web site <https://in-tendhost.co.uk/liverpooluni> Select 'Tenders' from the top menu bar, select "current", then click 'view details' button. To gain full access to this website and tender documentation you need to log in using your existing registration details or click the 'Register' button. When registering please make sure the "publish e-mail address" field is completed accurately as this will receive all automated correspondence. Please return your tender as detailed in the document. The submitted tender will be evaluated in accordance with the criteria stated in the invitation to tender documents. All dates, time periods and quantities indicated in this Notice are provisional only and the university reserves the right to change the same if circumstances so dictate. The University reserves the right not to enter in to any contract pursuant to this Notice and to withdraw from this procurement exercise at any time. To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=206409821>

GO Reference: GO-2016614-PRO-8354711.

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

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

Official name: Head of Procurement, University of Liverpool

Town: Liverpool  
Country: United Kingdom

**VI.5. Date of dispatch of this notice**  
14/06/2016