

UK-Hull: graphic design services  
OJ S 131/2012 11/07/2012  
Contract notice  
Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: City Health Care Partnership CIC  
Postal address: 2 Earls Court, Priory Park East, Hessle  
Town: Hull  
Postal code: HU4 7DY  
Country: United Kingdom  
Contact person: Procurement  
For the attention of: Anna Glassford  
E-mail: [tenders@chcphull.nhs.uk](mailto:tenders@chcphull.nhs.uk)  
Telephone: +44 84482976915

**Internet address(es):**

General address of the contracting authority: [www.chcphull.nhs.uk](http://www.chcphull.nhs.uk)

**Additional information can be obtained from:**

Official name: City Health Care Partnership CIC  
Postal address: 2 Earls Court, Priory Park East, Hessle  
Town: Hull  
Postal code: HU4 7DY  
Country: United Kingdom  
Contact person: Procurement  
For the attention of: Anna Glassford  
E-mail: [tenders@chcphull.nhs.uk](mailto:tenders@chcphull.nhs.uk)  
Telephone: +44 84482976915  
Internet address: [www.chcphull.nhs.uk](http://www.chcphull.nhs.uk)

**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**

Other: Social Enterprise

**I.3. Main activity**

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**

Marketing and Communication Framework.

**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

Main site or place of performance: Hull.

NUTS code UKE1 East Yorkshire and Northern Lincolnshire

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

**II.1.4. Information about framework agreement**

Framework agreement with several operators

Maximum number envisaged maximum number of participants to the framework agreement : 21

**Duration of the framework agreement**

Duration in months: 36

**Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT:

Range: between 180 000,00 and 215 000,00 GBP

**II.1.5. Short description of the contract or purchase(s)**

CHCP CIC are looking to establish a multi provider Marketing and Communications Framework comprising of 4 lots.

Lot 1 Design and Print.

To provide creative ideas and design along with any associated print of posters, leaflets, patient information and other marketing material for CHCP CIC on an ad hoc basis.

Lot 2 Print.

To provide a stock printing service for CHCP CIC and including the print of corporate templates and stationary and standard patient literature.

Lot 3 Merchandise.

To provide advice and assistance to CHCP CIC on the design, production, sourcing and supply of merchandise goods. These need to be fit for purpose, attractive, colourful professional and to an industry standard.

Lot 4 Marketing Consultancy.

To provide support on an ad-hoc or a campaign specific basis. All round marketing support that will include marketing planning, marketing campaigns, social media, advertising and public relations.

Framework agreements set out the terms and conditions for subsequent call-offs but place no obligations, in themselves, on the procurers to buy anything therefore there is no guarantee of any volumes of work been put through this Framework.

To register your interest in this notice and obtain the Pre-Qualification Questionnaire pack please email [tenders@chcphull.nhs.uk](mailto:tenders@chcphull.nhs.uk).

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=90115](http://www.myTenders.org/Search/Search_Switch.aspx?ID=90115).

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

79822500 Graphic design services, 79810000 Printing services, 79340000 Advertising and marketing services

## **II.1.7. Information about the Government Procurement Agreement (GPA)**

### **II.1.8. Lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

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

Variants will be accepted: no

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

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

Estimated value excluding VAT:  
Range: between 180 000 and 215 000 GBP

### **II.2.2. Information about options**

Options: yes  
Description of options: Optional extension of 12 months after the initial 3 year contract period.

### **II.2.3. Information about renewals**

This contract is subject to renewal: yes  
Number of possible renewals: 1

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

Start 1.11.2012. Completion 31.10.2015

Information about lots

Lot No: 1

Lot title: Design and Print

#### **1) Short description**

To provide creative ideas and design along with any associated print of posters, leaflets, patient information and other marketing material for CHCP CIC on an ad hoc basis.

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

79822500 Graphic design services

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

Over last 24 months 10 % of spend was above 1 000 GBP for a single job.  
Estimated value excluding VAT:  
Range: between 50 000 and 60 000 GBP

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

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

Lot No: 2

Lot title: Print

#### **1) Short description**

To provide a stock printing service for CHCP CIC and including the print of corporate templates and stationary and standard patient literature.

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

79810000 Printing services

#### **3)**

**Quantity or scope**

90 % of work is for under 500 GBP for a single job

Estimated value excluding VAT:

Range: between 10 000 and 20 000 GBP

**4) Indication about different time frame or duration****5) Additional information about lots**

Lot No: 3

Lot title: Merchandise

**1) Short description**

To provide advice and assistance to CHCP CIC on the design, production, sourcing and supply of merchandise goods. These need to be fit for purpose, attractive, colourful professional and to an industry standard.

**2) CPV code(s)**

79342200 Promotional services

**3) Quantity or scope**

Average maximum single order value 3 000 GBP.

Estimated value excluding VAT:

Range: between 40 000 and 46 000 GBP

**4) Indication about different time frame or duration****5) Additional information about lots**

Lot No: 4

Lot title: Marketing Consultancy

**1) Short description**

To provide support on an ad-hoc or a campaign specific basis. All round marketing support that will include marketing planning, marketing campaigns, social media, advertising and public relations.

**2) CPV code(s)**

79340000 Advertising and marketing services

**3) Quantity or scope**

Average maximum single order 25 000 GBP.

Estimated value excluding VAT:

Range: between 90 000 and 98 000 GBP

**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**

Parent company or other guarantees, bonds, deposits, insurance or other forms of security may be required in certain circumstances. Further details will be in the ITT.

### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

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

City Health Care Partnership CIC reserves the right to require groupings of contractors to take a particular legal form or to require one party to undertake primary legal liability or to require that each party undertakes joint and several liability.

### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Submission of expression of interest and procurement specific information. This procurement exercise will be conducted electronically via the dedicated CHCP tender mailbox. Candidates wishing to be considered for this contract must register their expression of interest and request additional information via the [tenders@chcphull.nhs.uk](mailto:tenders@chcphull.nhs.uk) mailbox.

## **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 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.

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

### **III.2.3. Technical and professional ability**

### **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**

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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**

Envisaged number of candidates: 21

Objective criteria for choosing the limited number of candidates: Evaluation criteria is contained within the Pre - Qualification Questionnaire Pack.

#### **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**

CHCP178 Marketing and Communication Framework

#### **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**

15.8.2012 - 12:00

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

27.8.2012

**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**

(MT Ref:90115).

**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**

6.7.2012