

United Kingdom-Cardiff: Electronic mail service provider

OJ S 131/2015 10/07/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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**I.1. Name and addresses**

Official name: Finance Wales

Postal address: Finance Wales, 1 Capital Quarter, Tyndall Street

Town: Cardiff

Postal code: CF10 4BZ

Country: United Kingdom

Contact person: Business Services Manager

For the attention of: Sarah Patnett

E-mail: [procurement@financewales.co.uk](mailto:procurement@financewales.co.uk)

Telephone: +44 2920338100

Fax: +44 2920338101

**Internet address(es):**

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

Address of the buyer profile: [http://www.sell2wales.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA0555](http://www.sell2wales.gov.uk/search/Search_AuthProfile.aspx?ID=AA0555)

Electronic access to information: [www.sell2wales.gov.uk](http://www.sell2wales.gov.uk)

Electronic submission of tenders and requests to participate: [www.sell2wales.gov.uk](http://www.sell2wales.gov.uk)

**Additional information can be obtained from:**

Official name: Finance Wales

Postal address: 1 Capital Quarter, Tyndall Street

Town: Cardiff

Postal code: CF10 4BZ

Country: United Kingdom

Contact person: Business Services Manager

For the attention of: Sarah Patnett

E-mail: [procurement@financewales.co.uk](mailto:procurement@financewales.co.uk)

Telephone: +44 2920338100

Fax: +44 2920338101

Internet address: [www.financewales.co.uk](http://www.financewales.co.uk)

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: Finance Wales

Postal address: 1 Capital Quarter, Tyndall Street

Town: Cardiff

Postal code: CF10 4BZ

Country: United Kingdom

Contact person: Business Services Manager

For the attention of: Sarah Patnett

E-mail: [procurement@financewales.co.uk](mailto:procurement@financewales.co.uk)

Telephone: +44 2920338100

Fax: +44 2920338101

Internet address: [www.financewales.co.uk](http://www.financewales.co.uk)

**Tenders or requests to participate must be submitted:** Official name: Finance Wales

Postal address: 1 Capital Quarter, Tyndall Street

Town: Cardiff

Postal code: CF10 4BZ

Country: United Kingdom

Contact person: Business Services Manager

For the attention of: Sarah Patnett

E-mail: [procurement@financewales.co.uk](mailto:procurement@financewales.co.uk)

Telephone: +44 2920338100

Fax: +44 2920338101

Internet address: [www.financewales.co.uk](http://www.financewales.co.uk)

## **I.2. Type of the contracting authority**

Body governed by public law

## **I.3. Main activity**

Economic and financial affairs

## **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**

Provision of E-mail marketing services.

#### **II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 7: Computer and related services

Main site or place of performance: Cardiff.

NUTS code UKL22 Cardiff and Vale of Glamorgan

#### **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)**

Finance Wales (FW) is seeking to identify an integrated e-mail marketing service provider to provide an email marketing platform/system/service ('the Solution') together with a managed service and associated design, marketing and technical support services (the 'Services') in each case which meets the requirements in FW's invitation to tender for the Services and the Solution, a draft copy of which has been made available to the market with a copy of these instructions and the PQQ.

The Solution and the Services will enable FW to undertake a range of e-mail marketing campaigns to its target market to achieve its marketing objectives, which include:

- Stimulating the desire for investment;
- Stimulating the desire to invest in FW;
- Exploit the potential of its intermediaries channel;

— Exploit the potential of its portfolio.

A detailed specification and further information regarding FW's requirements can be obtained from Sections 1 and 3 (FW Requirements) of the Invitation to Tender and the draft contract appended to the Invitation to Tender.

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at [http://www.sell2wales.gov.uk/Search/Search\\_Switch.aspx?ID=26997](http://www.sell2wales.gov.uk/Search/Search_Switch.aspx?ID=26997)

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.sell2wales.gov.uk/sitehelp/help\\_guides.aspx](http://www.sell2wales.gov.uk/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)**

72412000 Electronic mail service provider, 48223000 Electronic mail software package, 72212223 Electronic mail software development services, 48811000 E-mail system

#### **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: no

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

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

The e-mail marketing system will enable FW to undertake a range of e-mail marketing campaigns to its target market to achieve its objectives. The e-mail marketing system should enable FW to:

- manage campaigns,
- manage creative,
- integrate with FW's current systems including Microsoft CRM.

Further detail can be obtained from the Pre-qualification questionnaire and Invitation to tender.

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

Options: yes

Description of options: The contract will run for a period of three (3) years with the option to extend for up to two (2) years.

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

This contract is subject to renewal: no

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

Duration in months: 36 (from the award of the contract)

## **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 specific requirements of Finance Wales will be set out in the contract documentation and may include performance bonds and/or parent company guarantees and/or other forms of appropriate security.

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

The specific requirements of FW will be set out in the contract documentation.

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

No special legal form is required. However, if a consortium submits a tender which is acceptable to Finance Wales, Finance Wales may require the consortium to form a legal entity before entering into the contract. Joint and several liability of all consortium members may be required (and/or guarantees and/or undertakings by some or all consortium members in respect of some or all other consortium members may be required).

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

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

Description of particular conditions: For more information on Finance Wales' specific requirements, please refer to the contract documentation.

### **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: As detailed in the PQQ, copies of which are available with this Contract Notice.

#### **III.2.2. Economic and financial ability**

Minimum level(s) of standards possibly required: As detailed in the PQQ, copies of which can be accessed with this Contract Notice.

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

List and brief description of conditions:

As detailed in the PQQ, copies of which can be accessed with this Contract Notice.

#### **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 minimum number 5

Objective criteria for choosing the limited number of candidates: Organisations interested in being considered for this opportunity are required to complete and submit a PQQ by the deadline specified in Section IV.3.4 below. Selection of the organisations to be invited to tender will be based on the results of the evaluation of the completed PQQs. The objective criteria to be used to select the organisations to be invited to tender are detailed in the PQQ, a copy of which can be accessed with this Contract Notice.

**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**

NJComms/2015

**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**

7.8.2015 - 17:00

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

19.8.2015

**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**

Neither Finance Wales (FW) nor any of its agents or advisers will be responsible for any costs or expenses incurred by bidders in participating in the tender process and responding to the PQQ. FW will not be bound to accept any tender. FW reserves the right at any time without notice and without liability to any bidder to (i) withdraw from and/or abandon and/or defer this

tender process at any time; and (ii) not to award any contract as a result of this tender process. (WA Ref:26997).

**VI.4. Procedures for review**

**VI.4.1. Review body**

**VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Finance Wales will incorporate a minimum standstill period in compliance with the time-scales within the Public Contracts Regulations 2015.

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

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

7.7.2015