

United Kingdom-Nottingham: Public relations services
OJ S 104/2020 29/05/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Scape Group Ltd
National registration number: 05660357
Postal address: 2nd Level, Tollhouse Hill, City Gate West
Town: Nottingham
NUTS code: UK United Kingdom
Postal code: NG1 5AT
Country: United Kingdom
Contact person: Nick Taylor
E-mail: nickt@scapegroup.co.uk
Telephone: +44 1159583200
Internet address(es):
Main address: <http://www.scapegroup.co.uk>
Address of the buyer profile: <http://www.scapegroup.co.uk>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Scape Group is a public sector owned built environment specialist. We offer a suite of OJEU compliant frameworks and innovative design solutions

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Public Relations and Marketing Strategic Communications Contract
Reference number: GRP004

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Scape sought expressions of interest from suitably experienced organisations to provide Public Relations (PR) and associated marketing services across the whole of England, Wales, Scotland and Northern Ireland as described within the procurement documentation.

Scape was open to receiving responses from consortia, joint ventures, strategic alliances and other such arrangements, however such organisations were required to form a single legal entity to contract with prior to the award of the contract and provide appropriate guarantees and security packages commensurate with the services.

The specific services that will be provided under the contract, the nature and types of services include those services identified by the CPV codes.

The successful bidder will be required to work with the in-house marketing service providers of Scape.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79416100 Public relations management services, 79416200 Public relations consultancy services, 79300000 Market and economic research; polling and statistics, 79310000 Market research services, 79416000 Public relations services, 79312000 Market-testing services, 79340000 Advertising and marketing services, 79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: UNITED KINGDOM.

II.2.4. Description of the procurement

Scape, through this procurement exercise, is seeking to enter a contractual agreement with a single successful bidder or consortium. That successful bidder will become the delivery partner and will be supported by their extended supply chain to establish the ongoing support of Scape's marketing team providing PR and marketing services.

Experience of previous procurement exercises, coupled with user feedback, has confirmed that engagement with a single delivery partner or consortium of bidders, supported by their supply chain enables the successful bidder to deliver cost and quality benefits, innovation, continuous improvement and allows immediate engagement in delivering the services in an effective manner. Industry research and knowledge confirms that there are numerous bidders that are able to deliver these services encompassing the value spread associated with this contract.

The contract will be for a period of 5 years. This will comprise of an initial period of two (2) years followed by annual increments up to a maximum of five (5) years, 2 + 1 + 1 + 1. At the commencement of the contract there will be an initial period of up to 12 weeks during which Scape Group and the successful bidder will work together to establish clear operating protocols and standards for the period of the contract. However, the contract will be operational and available for call off from the commencement date.

The current UK wide Contract is due to expire on 31 January 2020 and until that date call-offs will continue, and delivery of these projects will also continue until the new contract and delivery partner are confirmed. The successful bidder as the new delivery partner will be required to work alongside the outgoing/previous framework provider.

Further arrangements may be required by Scape if it establishes that this arrangement is limited by capacity or there is a need to meet the requirements of a specific work stream.

Quarterly reviews will be undertaken by the management team and a new framework exercise undertaken if the need arises. Any further procurement exercises will be independent of and will not affect, the arrangements with the successful Bidder appointed pursuant to this procurement exercise, although there may be some overlap.

The form of the contract to be entered into by the successful bidder will be drafted in accordance with and take into account the specific needs of Scape and will be included in the ITT. The contract will be entered into by Scape and the successful bidder, with call off agreements being contracted directly between Scape's marketing and communications team and the new contract delivery partner.

Delta

Scape is using the Delta eSourcing web-based service to manage this procurement.

Suppliers must read through these instructions and follow the process to respond to this opportunity.

The information and/or documents for this opportunity are available on: <http://delta-esourcing.com/delta> You must register on this site to respond for this procurement, if you are already registered you will not need to register again, simply use your existing username and password. Please note there is a password reminder link on the homepage.

Suppliers must log in, go to response manager and add the following access code: 8Y9D9F8HJJ. Please ensure you follow any instruction provided to you there.

The deadline for submitting your response is stated within the Delta eSourcing suite, this contract notice and the PQQ document. Please ensure that you allow yourself plenty of time when responding to this invitation prior to the closing date and time, especially when uploading documents. Scape will not be held accountable for any errors made by suppliers in submitting their completed PQQ.

If you experience any technical difficulties with the Delta eSourcing suite please contact the Delta eSourcing help desk on +44 8452707050 or email: helpdesk@delta-esourcing.com

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Interview / Weighting: 10

Cost criterion - Name: Price / Weighting: 40

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 IV: Procedure

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 084-200522](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: GRP004

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/03/2020

V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: City Press Services Ltd

National registration number: 01924203

Postal address: 5th Floor Union, 2-10 Albert Square, England

Town: Manchester

NUTS code: UKD3 Greater Manchester

Postal code: M2 6LW

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 500 000,00 GBP

Total value of the contract/lot: 500 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The contracting authority considers that this contract is suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers was based solely on the criteria set out for the procurement.

To view this notice, please click here: <https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=496543888>

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court of England and Wales

Postal address: Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The contracting authority incorporated a minimum 10 calendar day standstill period at the point that an award decision notice was communicated to tenderers. The award decision notice specified the criteria for the award of the framework agreement, the reasons for the decision, including the characteristics and relative advantages, the name and score of the successful tender and specified when the standstill period ended.

VI.5. Date of dispatch of this notice

26/05/2020