

United Kingdom-Coventry: Advertising and marketing services
OJ S 112/2018 14/06/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The ExtraCare Charitable Trust
Postal address: 7 Harry Weston Road, Binley Business Park
Town: Coventry
NUTS code: UK United Kingdom
Postal code: CV3 2SN
Country: United Kingdom
Contact person: Rebecca Devaney
E-mail: rebecca.devaney@extracare.org.uk
Internet address(es):
Main address: <https://www.extracare.org.uk>

I.4. Type of the contracting authority

Other type: Charitable Trust

I.5. Main activity

Other activity: 10

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework Agreement for the Provision of On and Off-line Marketing, Media and Stakeholder Engagement Services
Reference number: RD-JAN-MARKETING-2018

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

ExtraCare Charitable Trust are conducting an OJEU tender for the Framework Agreement for the Provision of On and Off-line Marketing, Media and Stakeholder Engagement Services.
This tender is split into 5 lots:
Lot 1: Digital – Web Design and Hosting
Lot 2: Digital – Web Marketing Strategy and Analysis
Lot 3: Marketing Strategy and Engagement
Lot 4: Media Relations

Lot 5: Stakeholder – Specialist Engagement.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1,20 GBP

II.2. Description

II.2.1. Title

Web Marketing, Strategy and Analysis
Lot No: Lot 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance:

II.2.4. Description of the procurement

Summary: Campaign strategy and analysis Development and management of SEO/PPC campaigns Monitoring and reporting of website visits/traffic (e.g. Google Analytics /similar software) Social media analysis and strategy.

II.2.5. Award criteria

Quality criterion - Name: Various quality driven criteria / Weighting: 75
Price - Weighting: 25

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

II.2. Description

II.2.1. Title

Stakeholders – Specialist Engagement
Lot No: Lot 5

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services, 72413000 World wide web (www) site design services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance:

II.2.4. Description of the procurement

Summary: Marketing / public relations intelligence linked to: Local and National Government Older Housing Sector (Commercial and not for profit) Charity Sector (Profile and fundraising

linked to elder health, well-being, care, housing and lifestyle Research, strategy, planning, implementation and monitoring linked to media, briefing, award, conference, round table, opportunities related to: Government, Local Authority NHS and Health Partners Trade Bodies (Housing, Social Care and Health) Regulators Award Bodies Sector Conferences (Housing, Social Care and Health) Sector Media (Housing, Social Care and Health) Event strategy linked to all of the above.

II.2.5. Award criteria

Quality criterion - Name: Various quality criteria / Weighting: 75

Price - Weighting: 25

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

II.2. Description

II.2.1. Title

Marketing Strategy and Engagement

Lot No: Lot 3

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance:

II.2.4. Description of the procurement

Summary: Marketing Intelligence linked to: Older Housing Sector (Commercial and not for profit) Charity Sector (Profile and fundraising linked to elder health, well-being, care, housing and lifestyle) Research, strategy, planning, implementation and monitoring linked to target audiences Design and production of print and digital marketing and communications tools including: Brochures, magazines, newsletters, adverts, reports, corporate publications, presentations Display stands and promotional materials Signage and external building / street branding Branding and visual identities — output of branded tools across print and digital platforms Marketing and editorial copy Photography Film production and post production — Concept to script to directing, editing and motion graphics: case studies, promotional films Event strategy, creation, management and implementation Advertising campaign strategy, buying, negotiations, placement, copy, design and production, monitoring Asset storage (e.g. signage, equipment).

II.2.5. Award criteria

Quality criterion - Name: Various quality criteria / Weighting: 75

Price - Weighting: 25

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

II.2. Description

II.2.1. Title

Media Relations
Lot No: Lot 4

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance:

II.2.4. Description of the procurement

Summary: Media Relations intelligence linked to: Older Housing Sector (Commercial and not for profit) Charity Sector (Profile and fundraising linked to elder health, well-being, care, housing and lifestyle Research, strategy, planning, implementation and monitoring linked to target audiences Strategy, planning and delivery Writing on and off line press releases, articles, features, newsletters, in-house magazines, pamphlets, blogs, presentations, speeches, briefings and comment Creating briefs and selling in stories to journalists Interviewing spokespeople, customers and creating case studies Drawing up target media lists and contacts and reporting/evaluation Development of a social media strategy and implementation linked to press issues Assist with the charity's response to crisis media enquiries Oversee production of visual (film / video / photography), audio and electronic material, including preparation of information for intranet and website.

II.2.5. Award criteria

Quality criterion - Name: Various quality driven criteria / Weighting: 75
Price - Weighting: 25

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

II.2. Description

II.2.1. Title

Wed Design & Hosting
Lot No: Lot 1

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance:

II.2.4. Description of the procurement

Summary: Website design, development and build for content managed websites (including equivalent to Umbraco) Development of online/multimedia tools such as interactive PDFs, on-line magazines, animations and Apps Web maintenance Web hosting Creation of E-commerce platforms.

II.2.5. Award criteria

Quality criterion - Name: Various quality criteria / Weighting: 75
Price - Weighting: 25

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

Open procedure

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

The procurement involves the establishment of a framework agreement

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: [2018/S 008-014351](#)

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: 2018/S 005-007233 (short version 7233-2018)

Lot No: Lot 1

Title:

Digital Web Design and Hosting Contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/05/2018

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: SEO Works

Postal address: Metis Unit 1, 1 Scotland street

Town: Sheffield

NUTS code: UK United Kingdom

Postal code: S3 7AT

Country: United Kingdom

E-mail: ben@seoworks.co.uk

Internet address: <https://www.seoworks.co.uk/>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Digital By Default

Postal address: Fradley Junction

Town: Fradley Junction, Alrewas, Staffordshire

NUTS code: UK United Kingdom

Postal code: DE13 7DN

Country: United Kingdom

E-mail: simon@wearedigitalbydefault.co.uk

Internet address: <https://www.wearedigitalbydefault.co.uk/>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: zoo

Postal address: NJHCo, Suite 1 The Sanctuary, 23 oak hill grove

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: jon.bowles@zoocomms.com

Internet address: <https://www.zoocomms.com/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 GBP

Total value of the contract/lot: 400 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2018/S 005-007233 (short version 7233-2018)

Lot No: Lot 2

Title:

Digital Web Marketing Strategy and Analysis Contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/05/2018

V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: SEO Works

Postal address: Scotland Road

Town: Sheffield

NUTS code: UK United Kingdom

Postal code: S3 7AT

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Voiceboxx

Postal address: 261 Alcester Road

Town: Birmingham

NUTS code: UK United Kingdom

Postal code: B14 6DT

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: HCL

Postal address: Keele University Science Park

Town: Keel

NUTS code: UK United Kingdom

Postal code: ST5 5NB

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Anything is Possible

Postal address: 3 Deanway

Town: Brighton

NUTS code: UK United Kingdom

Postal code: BN3 6DG

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Verve
Postal address: 24 Old Bond Street
Town: London
NUTS code: UK United Kingdom
Postal code: W1S 4AP
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: 200 000,00 GBP
Total value of the contract/lot: 200 000,00 GBP

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2018/S 005-007233 (short version 7233-2018)

Lot No: Lot 3

Title:

Marketing Strategy and Engagement contract

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

29/05/2018

V.2.2. Information about tenders

Number of tenders received: 12
Number of tenders received from SMEs: 12
Number of tenders received by electronic means: 12
The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Voiceboxx
Postal address: London
Town: London
NUTS code: UK United Kingdom
Country: United Kingdom
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: HCL
Postal address: Keele University Science Park
Town: Keele
NUTS code: UK United Kingdom
Postal code: ST5 5NB
Country: United Kingdom
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Switch
Postal address: 9 Sovereign Court
Town: Birmingham
NUTS code: UK United Kingdom
Postal code: B1 3JR
Country: United Kingdom
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Creative Bridge
Postal address: 4 Mere Lane
Town: Lutterworth
NUTS code: UK United Kingdom
Postal code: LE174JH
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: 200 000,00 GBP
Total value of the contract/lot: 200 000,00 GBP

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2018/S 005-007233 (short version 7233-2018)

Lot No: Lot 4

Title:

Media Relations contract

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

29/05/2018

V.2.2. Information about tenders

Number of tenders received: 11
Number of tenders received from SMEs: 11
Number of tenders received by electronic means: 11
The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Creative Bridge
Postal address: 4 Mere Lane
Town: Lutterworth
NUTS code: UK United Kingdom
Postal code: LE17 4JH
Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: See Media

Postal address: Bunns Lane

Town: London

NUTS code: UK United Kingdom

Postal code: NW1 2DQ

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: BECG

Postal address: Garnier Road

Town: Winchester

NUTS code: UK United Kingdom

Postal code: S023 9QG

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: JBP

Postal address: 34 Smith Square

Town: London

NUTS code: UK United Kingdom

Postal code: SW1P 3HL

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Real People

Postal address: 16 Brookbank Close,

Town: Cheltenham

NUTS code: UK United Kingdom

Postal code: GL50 3NA

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: 200 000,00 GBP

Total value of the contract/lot: 20 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2018/S 005-007233 (short version 7233-2018)

Lot No: Lot 5

Title:

Stakeholder Specialist Engagement

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/05/2018

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Creative Bridge

Postal address: 4 Mere Lane

Town: Lutterworth

NUTS code: UK United Kingdom

Postal code: LE17 2DQ

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: See Media

Postal address: Bunns Lane

Town: London

NUTS code: UK United Kingdom

Postal code: NW7 2DQ

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: BECG

Postal address: Garnier Road

Town: Winchester

NUTS code: UK United Kingdom

Postal code: S023 9QG

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: JBP

Postal address: 34 Smith Square

Town: Bristol

NUTS code: UK United Kingdom

Postal code: SW1P 3HL

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Connect Public Affairs

Postal address: 1 Grove Place

Town: London

NUTS code: UK United Kingdom
Postal code: MK40 3JJ
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: 200 000,00 GBP

Total value of the contract/lot: 200 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Royal Courts of Justice
Postal address: WC2A 2LL
Town: Coventry
Postal code: WC2A 2LL
Country: United Kingdom

VI.4.2. Body responsible for mediation procedures

Official name: ExtraCare Charitable Trust
Postal address: CV3 2SN
Town: Coventry
Postal code: CV3 2SN
Country: United Kingdom
E-mail: rebecca.devaney@extracare.org.uk

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.4.4. Service from which information about the review procedure may be obtained

Official name: The ExtraCare Charitable Trust
Postal address: 7 Harry Weston Road, Binley Business Park
Town: Coventry
Postal code: CV3 2SN
Country: United Kingdom
E-mail: rebecca.devaney@extracare.org.uk
Internet address: <https://www.extracare.org.uk>

VI.5. Date of dispatch of this notice

13/06/2018