

United Kingdom-Belfast: Advertising services

OJ S 151/2014 08/08/2014

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Office of the First Minister and Deputy First Minister

Postal address: Stormont Castle, Stormont Estate

Town: Belfast

Postal code: BT4 3LP

Country: United Kingdom

For the attention of: Louise Thompson

E-mail: louise.thompson@dfpni.gov.uk

Telephone: +44 2890816519

Internet address(es):General address of the contracting authority: <http://www.dfpni.gov.uk/cpd>**Additional information can be obtained from:**

the abovementioned address

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**

Body governed by public law

I.3. Main activity

General public services

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

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

OFMDFM Classified Placement Service

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

Services

Service category No 13: Advertising services

Main site or place of performance: Northern Ireland

NUTS code UKN Northern Ireland

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)

The Executive Information Service's Government Advertising Unit (GAU) wishes to appoint a supplier to provide a classified advertising placement service for the Office of the First Minister and deputy First Minister (OFMDFM). The day-to-day management of the contract will be handled by the GAU.

This will consist of placing public notices in classified sections of weekly and daily newspapers, and on occasion public appointments which are normally placed in recruitment sections, on behalf of OFMDFM. The majority of the Department's recruitment advertising is placed through a separate contract in line with Northern Ireland Civil Service wide recruitment procedure. The contract will also include advice on and placement of digital advertising for the classified advertising placement service.

II.1.6. CPV code(s)

79341000 Advertising services

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

See Section II.1.5

Estimated value excluding VAT: 750 000 GBP

II.2.2. Information about options

Options: yes

Description of options: Initial period of 1 year with option to extend for a maximum period of 24 months

II.2.3. Information about renewals

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

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

None required

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

Payments will be made in accordance with the terms and conditions to 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 form is required but one member of a consortium may be required to accept prime contractor responsibility for the other member(s), and a consortium will be required to form a legal entity with appropriate parent company guarantees

III.1.4. Contract performance conditions

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

Description of particular conditions: The Contractor's performance on the contract will be regularly monitored. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If the Contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in Central Procurement Directorate for further action, If this occurs and the Contractor's performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and the Contractor may be issued with a Certificate of Unsatisfactory Performance and the contract may be terminated. The issue of a Certificate of Unsatisfactory Performance will result in the Contractor being excluded from all procurement competitions being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy for a period of twelve months from the date of issue of the certificate

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

Minimum level(s) of standards possibly required:

In order to pass the Selection stage, tenderers should demonstrate they meet the following minimum standards of technical or professional ability.

Tenderers should demonstrate through the use of example(s) of project(s) carried out within the last 3 years that their company has the necessary experience to deliver the service detailed in the Specification.

Tenderers should demonstrate their experience in:

SC1 Providing advice and guidance in respect of the classified media market, taking into account the impact of an ever changing media landscape. (maximum three A4 single pages, minimum point size 11, minimum line spacing 1.5);

SC2 Working in partnership with clients to deliver a value for money classified advertising service. (maximum three A4 single pages, minimum point size 11, minimum line spacing 1.5); and

SC3 Ability to negotiate savings for clients (maximum three A4 single pages, minimum point size 11, minimum line spacing 1.5).

Note: Within the last 3 years is within 3 years of the return date for this competition.

All Tenderers who have demonstrated they meet the above standards will proceed to Stage 2 of the evaluation.

Failure to meet all of the minimum standards of technical or professional ability as detailed above may result in the tender being eliminated from the competition.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

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

Project_17862

IV.3.2. Previous publication concerning this procedure

no

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

15.9.2014 - 15:00

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

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

Duration in days: 90 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

Suppliers Instructions How to Express Interest in this Tender~: 1. Register your company on the eSourcing portal (this is only required once): Suppliers Instructions How to Express Interest in this Tender~: 1. Register your company on the eSourcing portal (this is only required once): <https://e-sourcingni.bravosolution.co.uk> and click the link to register - Accept the terms and conditions and click 'continue' - Enter your correct business and user details - Note the username you chose and click 'Save' when complete - You will shortly receive an email with your unique password (please keep this secure) 2. Express an Interest in the tender - Login to the portal with the username/password - Click the 'PQQs / ITTs Open To All Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier) - Click on the relevant PQQ/ ITT to access the content. - Click the 'Express Interest' button at the top of the page. - This will move the PQQ /ITT into your 'My PQQs/ My ITTs' page. (This is a secure area reserved for your projects only) -You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ ITT Details' box 3. Responding to the tender - Click 'My Response' under 'PQQ/ ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining) - You can now use the 'Messages' function to communicate with the buyer and seek any clarification - Note the deadline for completion, then follow the onscreen instructions to complete the PQQ/ ITT - There may be a mixture of online & offline actions for you to perform (there is detailed online help available) You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance please consult the online help, or contact the eTendering help desk.

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: CPD will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into

The Public Contracts Regulations 2006 (SI 2006 No 5) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

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

VI.5. Date of dispatch of this notice

5.8.2014