

United Kingdom-Belfast: Public relations services
OJ S 162/2014 26/08/2014
Contract notice
Supplies

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Early Years the Organisation for Young Children
Postal address: 6c Wildflower Way, Apollo Road
Town: Belfast
Postal code: BT12 6TA
Country: United Kingdom
For the attention of: Mary Quirke
E-mail: maryq@early-years.org
Telephone: +44 2890387961
Fax: +44 2890381270

Internet address(es):

General address of the contracting authority: <http://www.early-years.org>
Address of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA30508

Electronic submission of tenders and requests to participate: www.mytenders.org

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:

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Tenders or requests to participate must be submitted: Official name: Early Years the Organisation for Young Children

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I.2. Type of the contracting authority

Other: Voluntary Organisation

I.3. Main activity

Education

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

Media Initiative for Children TV Adverts for 6 cartoons.

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

Supplies

Purchase

Main site or place of performance: Northern Ireland and Republic of Ireland.

NUTS code UK United Kingdom

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)

On behalf of the Respecting Difference in the Education Sector Project, Early Years — the organisation for young children is seeking to appoint a suitable company/organisation /individual to provide media buying services to plan and place the media messages related to the Media Initiative for Children Respecting Difference Programme.

The Media Initiative for Children (MIFC) has been developed by Early Years — the organisation for young children and is a comprehensive training programme for pre-school practitioners and teachers. It combines cartoon media messages around diversity with an early years programme. Together they aim to promote positive attitudes to physical, social and cultural differences amongst young children, practitioners and parents. The messages also address bullying behaviours. There are 6 media messages which are at the core of the MIFC programme:

Playing the Same Game

This message aims to foster acceptance and respect for those from different traditions that have often been associated with sectarianism

Kim Joins In

This message aims to foster the inclusion, acceptance and respect for children who live in minority ethnic communities,

Tom Helps Out

This message aims to foster the inclusion, acceptance and respect for children who have a disability/physical difference,

We Can Stop the Bullying

This message aims to help young children understand what bullying behaviours are and to ask for and give help when they need to,

Kathleen makes new friends

This message aims to support the inclusion, acceptance and respect for Traveller children.

Bukola moves to the country

This message aims to explore the diversity of rural living while highlighting the importance of

farming life, shared education, and sporting and community activities.

Early Years is seeking to appoint a suitable company/organisation/individual to provide television media buying services to plan and place the 6 cartoon media messages relating to the Media Initiative for Children Respecting Difference Programme, as part of the Respecting Difference in the Education Sector Project.

Each cartoon media message is 1 minute in duration.

Within the 3 week period, placement in schedules should be within family viewing pre-watershed programming over a full 7 day week period among the following television stations:

UTV

C4

RTE

TG4

Approximately 75 % of the campaign should be placed with UTV or UTV/C4.

Each campaign should deliver as many opportunities to see as possible for the target audience with an average 130-140 TVRs for each campaign.

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=139470

II.1.6. CPV code(s)

79416000 Public relations 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

Estimated value excluding VAT:

Range: between 40 000 and 43 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Start 6.10.2014. Completion 20.2.2015

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

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

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

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

List and brief description of conditions:

(1) A statement of the principal goods sold or services provided by the supplier or the services provider in the past 3 years, detailing the dates on which the goods were sold or the services provided; the consideration received; the identity of the person to whom the goods were sold or the services were provided.

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

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

IV.3.2. Previous publication concerning this procedure

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 26.9.2014

IV.3.4. Time limit for receipt of tenders or requests to participate

6.10.2014 - 12:00

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
until: 27.2.2015

IV.3.8. Conditions for opening of tenders

Date: 6.10.2014 - 14:00

Place:

Early Years HQ Belfast.

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Special European Union Programmes Body.

VI.3. Additional information

(MT Ref:139470)

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

22.8.2014