

**United Kingdom-Plymouth: Advertising and marketing services**  
**OJ S 167/2014 02/09/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: City College Plymouth  
Postal address: Kings Road, Devonport  
Town: Plymouth  
Postal code: PL1 1QG  
Country: United Kingdom  
Contact person: Finance  
For the attention of: Sandra Wilson  
E-mail: [tenders@cityplym.ac.uk](mailto:tenders@cityplym.ac.uk)  
Telephone: +44 1752305300  
Fax: +44 1752305116

**Internet address(es):**

General address of the contracting authority: <http://www.cityplym.ac.uk>  
Address of the buyer profile: [http://www.mytenders.org/search/Search\\_AuthProfile.aspx?ID=AA27368](http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA27368)

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

Body governed by public law

**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**

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**II.1. Description**

**II.1.1. Title**

City College Plymouth Media Planning and Buying Services.

**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: Plymouth, Devon.  
NUTS code UKK41 Plymouth

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

City College Plymouth are inviting interested organisations to tender for the Provision of Media Planning and Buying Services for the purposes of student recruitment. The contract will run

from the 1.10.2014 to 1.10.2017 with a possible 1 year extension pending performance. There are 5 main recruitment campaigns which operate throughout each Academic year. Full details of City College Plymouth's requirements are provided in the Part 2 — Specification of the tender document.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

Value: 300 000 GBP  
excluding VAT

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Open

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of  
1. Quality. Weighting 60  
2. Price. Weighting 40

**IV.2.2. Information about electronic auction**

**IV.3. Administrative information**

**IV.3.1. File reference number attributed by the contracting authority**

SW002

**IV.3.2. Previous publication concerning this procedure**

**Contract notice**

Notice number in the OJ S: [2014/S 97-169881](#) of 21.5.2014

**Section V: Award of contract**

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Contract No: SW002

Lot title: City College Plymouth Media Planning and Buying Services

**V.1. Date of conclusion of the contract**

29.8.2014

**V.2. Information about tenders**

Number of tenders received: 3

**V.3. Name and address of the contractor**

Official name: Rh Advertising Ltd

Postal address: Richmond Court, Emperor Way

Town: Exeter  
Postal code: EX1 3QS  
Country: United Kingdom

#### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 300 000 GBP  
excluding VAT

#### **V.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.1. Information about European Union funds**

#### **VI.2. Additional information**

Criteria Weightings Further Information.

Price 40 % was scored against the following media space provisions.

Local Press — 50 points;

Radio — 20 points;

Outdoor Media — 30 points;

Quality 60 % — this was broken down into the following areas.

People and Strategy — 8 %;

Creativity and Innovation to include summer campaign response — 20 %;

Contract Management — 8 %;

Professional and Technical ability — 12 %;

Programme — 8 %;

Value Added — 4 %.

(MT Ref:139775)

#### **VI.3. Procedures for review**

##### **VI.3.1. Review body**

Official name: City College Plymouth  
Postal address: Kings Road, Devonport  
Town: Plymouth  
Postal code: PL1 5QG  
Country: United Kingdom  
E-mail: [tenders@cityplym.ac.uk](mailto:tenders@cityplym.ac.uk)  
Telephone: +44 1752305891  
Fax: +44 1752305116  
Internet address: [www.cityplym.ac.uk](http://www.cityplym.ac.uk)

##### **VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: The authority will incorporate a minimum 10 day calendar standstill period (or 15 days if non electronic methods used) at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2006 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 30 days).

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

29.8.2014