

United Kingdom-Walsall: Marketing services

OJ S 137/2018 19/07/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: WHG

Postal address: 100 Hatherton Street, 3rd Floor

Town: Walsall

NUTS code: UKG3 West Midlands

Postal code: WS1 1AB

Country: United Kingdom

Contact person: Ms Leanne Davies

E-mail: Procurement@whgrp.co.uk

Telephone: +44 3005556666

Internet address(es):

Main address: <http://www.whg.uk.com>

Address of the buyer profile: <http://www.whg.uk.com>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: www.due-north.com

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://procontract.due-north.com>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing Services, Creative and Consultancy

Reference number: DN343847

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Whg is seeking to appoint one company to provide full service marketing support including creative development, branding, consultancy, and production of multi-channel collateral.

II.1.5. Estimated total value

Value excluding VAT: 400 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UKG3 West Midlands

II.2.4. Description of the procurement

Whg is seeking to appoint one company to provide full service marketing support including creative development, consultancy, and production of multi-channel collateral.

In delivering these services, WHG wishes to use a company that can deliver high-quality content and materials to agreed timescales and in a manner that reflects and advances WHG's brand reputation amongst its customers, stakeholders and colleagues.

In delivering these services, whg is seeking a company who can provide timely advice and guidance in ensuring all materials are delivered in the most efficient way possible whilst continually striving to raise the impact and effectiveness of communications.

WHG employs an in-house team of communications professionals who will act as client managers for the contract. They will be the main point of contact with the appointed company and will be responsible for ensuring work is appropriately briefed and delivered to the requisite standard.

Work will fall into 1 of 3 categories:

— Consultancy and creative development:

The provision of strategic marketing planning support and creation of marketing plans, campaigns in response to a brief by WHG.

— Programmed jobs:

These are jobs that are produced to an agreed annual schedule. These include such things as the customer magazines.

— Ad hoc jobs:

These are jobs or projects that may arise in line with WHG requirements. These include such things as leaflets, campaign materials, adverts and other customer, stakeholder or colleague collateral. WHG will endeavour to provide as much notice as possible for these types of job.

The range of jobs required includes, but is not limited to:

— leaflets,

— newsletters and reports,

— digital content,

— display materials,

— signage for new developments or events.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

The fixed term contract will commence on or around the 1.11.2018 for an initial period of 2 (two) years. The contract will be extendable up to a maximum of 2 (two) years by one or more extensions of whatever period(s) WHG specifies subject to satisfactory performance by the provider. The total contract term will not exceed 4 years.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Whg will require the following levels of insurance:

- professional indemnity: 2 000 000 GBP,
- employers liability: 10 000 000 GBP,
- public liability: 10 000 000 GBP, and
- product liability: 2 000 000 GBP.

You will be requested in your bid to agree that if not currently held, you are willing to meet the levels if successful.

In order to ensure your company possesses the necessary economic and financial capacity to perform the contract you will be required to show a turnover of 800 000 BGP for the last 2 years. A copy of your accounts will be required. In addition a credit check will be carried out, should this financial assessment highlight a risk of business failure then more information may be requested e.g. bank letter.

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 17/08/2018 Local time: 15:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 17/07/2018 Local time: 16:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

The tender evaluation will comprise a four-stage process.

— Stage 1

An assessment of quality and performance based on an evaluation of the tenderers submission addressing specific criteria.

— Stage 2

An assessment of the total cost of each tender based upon the completed pricing schedule.

— Stage 3

At this stage an overall evaluation score will be derived from the qualitative and quantitative assessments.

— Stage 4

Those not within 10 % of the highest position will be excluded from Stage 4.

To help WHG examine in more detail the information covered in the tenderer's submission, a further assessment of quality and performance by means of a design exercise will take place following the evaluation of pricing and written qualitative submission.

This weighted exercise will be used to assess the quality of the tenderers' ability to demonstrate its performance levels as defined in the invitation to tender and the bid in line with the assessment table provided if progressed to this stage.

WHG appreciates the extensive resource that bidders must commit to producing a design and attending a tender presentation. Therefore those not within 10 % of the highest position will be excluded from the design exercise stage.

The design exercise will count for 10 % of the qualitative 60 %.

Whg does not bind itself to accept the lowest tender or any tender and will not be responsible for, or pay any expenses incurred by the tenderer in the preparation of this tender. Relevant and proportionate suitability assessments will be undertaken e.g. mandatory and discretionary exclusions: taxes, bankruptcy, misconduct and other situations referred to in the 2015 Regs. WHG will also check that any bidder has the legal and financial capacities and the technical and professional abilities to perform the contract.

The entire process will be carried out electronically via "The Portal". Please complete all questions within the portal and return the quantitative /pricing schedule by uploading it within the relevant section; all other scanned documents should be uploaded to the qualitative schedule section or other specified section.

Relevant and proportionate suitability assessments will be undertaken e.g. mandatory and discretionary exclusions: taxes, bankruptcy, misconduct and other situations referred to in the

2015 Regs. WHG will also check that any bidder has the legal and financial capacities and the technical and professional abilities to perform the contract. The transfer of undertakings (protection of employment) Regulations 2006 (“TUPE”) is unlikely to apply to the workforce of the incumbent contractor(s) in relation to the services under the contract, however, ultimately whether or not TUPE applies is a matter of law. WHG’s expectation is for any service provider to help them benefit their customers and their local communities for example: delivery of employment and training opportunities and other community benefits.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Royal Courts of Justice

Postal address: The Strand

Town: London

Country: United Kingdom

VI.5. Date of dispatch of this notice

17/07/2018