

**UK-Theale: advertising services**  
**OJ S 192/2012 05/10/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Berkshire Shared Services  
Postal address: Unit 7, Ely Road  
Town: Theale  
Postal code: RG7 4BQ  
Country: United Kingdom  
For the attention of: Jennifer Hykin  
E-mail: [jennifer.hykin@berkshire.nhs.uk](mailto:jennifer.hykin@berkshire.nhs.uk)  
Telephone: +44 1889167973  
Fax: +44 1889167972

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

**I.3. Main activity**

Health

**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**

UK-Theale - Recruitment Advertising.

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

Services  
Service category No 13: Advertising services  
NUTS code UKJ11 Berkshire

**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)**

Recruitment Advertising.

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

79341000 Advertising services

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

The procurement is covered by the Government Procurement Agreement: no

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

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

Lowest offer 201 000 and Highest offer 210 600 GBP

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Restricted

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Price. Weighting 50
2. Quality. Weighting 50

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

### **IV.3. Administrative information**

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

BSS 0361

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

no

## **Section V: Award of contract**

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Contract No: BSS 0361

Lot title: Recruitment Advertising.

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

1.10.2012

### **V.2. Information about tenders**

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

Official name: WDAD Communications

Postal address: 3-4 Kirby Street

Town: London

Postal code: EC1N 8TS

Country: United Kingdom

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

Total value of the procurement:

Lowest offer 201 000 and Highest offer 210 600 GBP

If annual or monthly value:

Number of years: 3

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

The contract is likely to be subcontracted: no

## **Section VI: Complementary information**

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

**VI.2. Additional information**

Option to extension for a further 12 months.

**VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

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

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

1.10.2012