

United Kingdom-Eastleigh: Public relations consultancy services
OJ S 155/2017 16/08/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Radian Group
Town: Eastleigh
NUTS code: UKJ South East (England)
Postal code: SO50 6AD
Country: United Kingdom
E-mail: vanessa.John@radian.co.uk
Internet address(es):
Main address: <http://www.radian.co.uk>

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

Public Affairs and Public Relations.

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Lot 1 — Public relations and Public affairs

The majority of the PR support will focus on targeting national and trade media (including key house builder titles) with minimal focus on regional media where some ad-hoc support may be required. This support should work hand in hand, where relevant, with high level Public Affairs activity to ensure opportunities are maximised. Public Affairs activity should also operate as a standalone function where required and extend to fully align and magnify relevant PR outputs.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

II.2. Description

II.2.1. Title

Public Affairs and Public Relations

Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The majority of the PR support will focus on targeting national and trade media (including key house builder titles) with minimal focus on regional media where some ad-hoc support may be required. This support should work hand in hand, where relevant, with high level Public Affairs activity to ensure opportunities are maximised. Public Affairs activity should also operate as a standalone function where required and extend to fully align and magnify relevant PR outputs.

II.2.5. Award criteria

Quality criterion - Name: Various quality questions / Weighting: 65

Cost criterion - Name: Cost of service / Weighting: 35

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

II.2. Description

II.2.1. Title

Public Consultation

Lot No: 2

II.2.2. Additional CPV code(s)

79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Knowledge and experience of working in the property and housing sectors and who has the ability demonstrate strategic and tactical experience developing effective consultation programmes of activity. Evidence of relationships with the key influencers and media in those sectors and be able to effectively engage and provide the relevant consultation and community engagement materials.

Required to work across the current Radian geography and have the capacity/flexibility to support Radian if this changes over the life of the contract.

Cost management is a critical area of performance in this contract and the successful agency is expected to demonstrate an open, accurate and accountable approach to estimating costs. An account manager will be required to manage the account along with a dedicated team who will work as an extension of the Development Team. There will be regular contract management reviews with the successful agency to ensure that Radian receives value for money.

II.2.5. Award criteria

Quality criterion - Name: Various quality questions / Weighting: 65

Cost criterion - Name: Sample cost of exhibition / Weighting: 35

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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: Public Affairs and Public Relations

Lot No: 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/08/2017

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Newgate Communications Ltd
Town: London
NUTS code: UK United Kingdom
Country: United Kingdom
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 150 000,00 GBP
Total value of the contract/lot: 150 000,00 GBP

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2

Lot No: 2

Title:

Public Consultation

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

07/08/2017

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Connect Communications Ltd
Town: London
NUTS code: UK United Kingdom
Country: United Kingdom
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 150 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Chartered Institute of Arbitrators
Town: London
Country: United Kingdom

VI.5. Date of dispatch of this notice

14/08/2017