

United Kingdom-West Malling: Advertising and marketing services
OJ S 182/2015 19/09/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Commercial Services

Postal address: Head Office, 1 Abbey Wood Road, Kings Hill

Town: West Malling

Postal code: ME19 4YT

Country: United Kingdom

E-mail: psg@commercialservices.org.uk

Telephone: +44 1622236767

Internet address(es):

General address of the contracting authority: <http://www.procurementservicesgroup.org.uk>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services

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

Sponsorship of Roundabouts.

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: Kent.

NUTS code UKJ4 Kent

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)

Commercial Services is one of the largest trading organisations of its kind in Europe with a turnover in excess of 600 000 GBP and employing over 700 people from its base in Kent. Tracing its roots back to 1902, as an education stores department for Kent County Council, Commercial Services has subsequently grown organically to supply an ever-increasing range of best value goods and services to other publicly funded organisations. These include local government, education establishments, the care sector and the emergency services. Kent County Council (the Council) is the largest local authority in England covering an area of 3 500

square kilometres. It has an annual expenditure of circa. 1 000 000 000 GBP on goods and services and a population of 1 500 000. The Council provides a wide range of personal and strategic services on behalf of its residents, operating in partnership with 12 district councils and 289 parish/town councils. In accordance with best procurement practice, EU and UK Procurement Directives and Regulations, Commercial Services, has created a contract (the Contract) for the Sponsorship of Roundabouts. The procurement process adopted by the Contracting Authority is based upon the 'Open' Procedure, as detailed in 'The Public Contract Regulations 2015'.

II.1.5. CPV code(s)

79340000 Advertising and marketing 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

excluding VAT

Section IV: Procedure

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. Price. Weighting 55
2. Quality of Service. Weighting 45

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

Y15039

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 108-196609](#) of 6.6.2015

Section V: Award of contract

Contract No: Y15039

V.1. Date of conclusion of the contract

1.9.2015

V.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

V.3. Name and address of the contractor

Official name: Marketing Force Limited

Postal address: Tudor House, 13 Donnay Close, Buckinghamshire

Town: Gerrards Cross

Postal code: SL9 7PZ

Country: United Kingdom

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

Initial estimated total value of the contract/lot:

Value: 3 000 000 GBP

excluding VAT

Total value of the procurement:

excluding VAT

If annual or monthly value:

Number of years: 0

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

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

no

VI.2. Additional information

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

15.9.2015