

**UK-London: advertising and marketing services**  
**OJ S 205/2012 24/10/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: The University of West London  
Postal address: Strategic Procurement Department, Walpole House, Ealing  
Town: London  
Postal code: W5 5AA  
Country: United Kingdom  
**Internet address(es):**  
General address of the contracting authority: [www.uwl.ac.uk](http://www.uwl.ac.uk)

**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**

The provision of marketing, advertising and print 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: Ealing.  
NUTS code

**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)**

UWL is seeking to appoint one or more organisations to undertake the handling of its marketing, advertising and certain print requirements. Comprehensive brand guidelines exist and UWL would expect the contracting organisation(s) to be guardians of the brand. There will need to be joint working between UWL and the contracting organisation(s). The Services shall be divided into 3 Lots.

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

79340000 Advertising and marketing services, 79811000 Digital printing 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: 1 145 815 GBP  
excluding VAT

## **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

#### **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**

048/MG/MAR

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

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

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Contract No: 048/MG/MAR

Lot No: 1

- Lot title: Creative Development and Marketing & Planning.

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

20.7.2012

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

Number of tenders received: 5

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

Official name: PS London Ltd

Postal address: 2 Memel street

Town: London

Postal code: EC1Y 0UT

Country: United Kingdom

E-mail: [robert@pslondon.co.uk](mailto:robert@pslondon.co.uk)

Internet address: [www.pslondon.co.uk](http://www.pslondon.co.uk)

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

Total value of the procurement:

Value: 429 750 GBP

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 048/MG/MAR

Lot No: 2

- Lot title: Media Planning and Buying Services.

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

15.8.2012

**V.2. Information about tenders**

Number of tenders received: 5

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

Official name: Beattie Communications t/a 11ten Group

Postal address: 3 Walls Yard, South Street

Town: Rochford, Essex

Postal code: SS4 1GR

Country: United Kingdom

E-mail: [andy@11tengroup.com](mailto:andy@11tengroup.com)

Internet address: <https://www.11tengroup.com>

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

Total value of the procurement:

Value: 307 075 GBP

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 048/MG/MAR

Lot No: 3

- Lot title: The provision of print services.

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

20.7.2012

**V.2. Information about tenders**

Number of tenders received: 5

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

Official name: A.McLay & Company Ltd

Postal address: Longwood Drive, Forest Farm

Town: Cardiff

Postal code: CF14 7ZB

Country: United Kingdom

E-mail: [sbrookes@mclays.co.uk](mailto:sbrookes@mclays.co.uk)

Internet address: [www.mclays.co.uk](http://www.mclays.co.uk)

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

Total value of the procurement:

Value: 408 990 GBP

excluding VAT

**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**

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**

Official name: Hasmita Umaria-Gomes  
Postal address: Walpole House, 18-22 Bond Street  
Town: Ealing  
Postal code: W5 5AA  
Country: United Kingdom

#### **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**

22.10.2012