

UK-Birmingham: business services: law, marketing, consulting, recruitment, printing and security

OJ S 207/2012 26/10/2012

Contract notice

Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: West Midland Ambulance Service

Postal address: Chelmsley Wood Ambulance Station, Waterloo Avenue

Town: Birmingham

Postal code: B37 6RE

Country: United Kingdom

For the attention of: Laura Johnson

E-mail: [laura.johnson@wmas.nhs.uk](mailto:laura.johnson@wmas.nhs.uk)

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address

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

Body governed by public law

### 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: yes

## Section II: Object of the contract

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### II.1. Description

#### II.1.1. Title attributed to the contract by the contracting authority

Communications Stakeholder Engagement.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Various sites across the UK associated to Ambulance Trusts across, may include overseas provision at some point in the life time of the contract.

NUTS code UK United Kingdom

#### II.1.3. Information about a framework agreement or a dynamic purchasing system

#### II.1.4. Information about framework agreement

### **II.1.5. Short description of the contract or purchase(s)**

The National Ambulance Resilience Unit (NARU) require a person/organisation that can provide a high calibre, hands on, complete communications and stakeholder function for NARU and its associated workstream. A person/organisation that uses proven contacts across all ambulance services, associated agencies and bodies, emergency services media and emergency services suppliers to raise the NARU profile and that of its workstreams, and to protect and enhance its reputation at all times, also provides advice and counsel, as well as practical creative input, on a broad range of NARU issues relating to media management. The person/organisation must provide a robust media relations function, management of electronic media requirements, third party liaison and management, publishing and design /print management, film development, organise the National Resilience Conference, corporate identity and branding, recruitment marketing, developing and maintaining key contacts for NARU, international relations, general queries on a day to day basis.

NARU overarching objectives are:

- assist in the delivery of the NARU strategy by proactively communicating with stakeholders,
  - develop the NARU communications strategy ensuring it reflects the requirements of NARU on a continuous basis,
  - assist in income generation by provision of communications advice, guidance, commercial planning, contacts and marketing activities,
  - enhances communications links between Trusts and NARU, building on links with Emergency Preparedness and Communications leads, plus other key staff,
  - provide a platform for ambulance resilience issues (central/national and Trust-based) by providing a single portal for information and resources through maintenance of an effective web presence,
  - foster a spirit of inclusivity by providing information for public, patients and NHS staff with regards to NHS ambulance service resilience,
  - assist ambulance Trusts in warning and informing via the NARU website in times of crisis.
- The contract will be open for all Ambulance Trusts across the UK (England, Ireland, Scotland, Wales & N.Ireland).

### **II.1.6. CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security,  
79400000 Business and management consultancy and related services

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **II.1.8. Lots**

### **II.1.9. Information about variants**

#### **II.2. Scope of the procurement**

##### **II.2.1. Total quantity or scope**

##### **II.2.2. Information about options**

##### **II.2.3. Information about renewals**

#### **II.3. Duration of the contract or time limit for completion**

Duration in months: 36 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

#### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

#### **III.1.4. Contract performance conditions**

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: Suppliers Instructions How to Express Interest in this Tender: 1. Register your company on the eSourcing portal (this is only required once) - Browse to the eSourcing Portal: <https://www.nhssourcing.co.uk> and click the link to register - Accept the terms and conditions and click 'continue' - Enter your correct business and user details - Note the username you chose and click 'Save' when complete - You will shortly receive an email with your unique password (please keep this secure) 2. Express an Interest in the tender - Login to the portal with the username/password - Click the 'PQQs / ITTs Open To All Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier) - Click on the relevant PQQ/ ITT to access the content. - Click the 'Express Interest' button at the top of the page. - This will move the PQQ /ITT into your 'My PQQs/ My ITTs' page. (This is a secure area reserved for your projects only) -You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ ITT Details' box 3. Responding to the tender - Click 'My Response' under 'PQQ/ ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining) - You can now use the 'Messages' function to communicate with the buyer and seek any clarification - Note the deadline for completion, then follow the onscreen instructions to complete the PQQ/ ITT - There may be a mixture of online & offline actions for you to perform (there is detailed online help available) You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance please consult the online help, or contact the eTendering help desk.

#### **III.2.2. Economic and financial ability**

#### **III.2.3. Technical and professional ability**

#### **III.2.4. Information about reserved contracts**

### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

#### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

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

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

Restricted

**IV.1.2. Information about the limits on the number of candidates to be invited**

**IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of Criteria below

1. Price. Weighting 30
2. Quality. Weighting 70

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

An electronic auction will be used: no

**IV.3. Administrative information**

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

0064-12-N

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

no

**IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

**IV.3.4. Time limit for receipt of tenders or requests to participate**

27.11.2012 - 12:00

**IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.3.6. Languages in which tenders or requests to participate may be submitted**

English.

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

**IV.3.8. Conditions for opening of tenders**

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

**VI.2. Information about European Union funds**

**VI.3. Additional information**

The Contracting Authority intends to use an eTendering system in this procurement exercise and reserves the right to use a reverse auction.

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: West Midlands Ambulance Service NHS Trust

Postal address: Procurement, Chelmsley Wood Ambulance Station, Waterloo Avenue

Town: Birmingham

Postal code: B37 6RE  
Country: United Kingdom

**VI.4.2. Review procedure**

**VI.4.3. Service from which information about the review procedure may be obtained**

**VI.5. Date of dispatch of this notice**

23.10.2012