

**United Kingdom-London: Marketing services**

**OJ S 203/2014 22/10/2014**

**Contract notice**

**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Shepherds Bush Housing Group

Postal address: Mulliner House, Flanders Road, Chiswick

Town: London

Postal code: W4 1NN

Country: United Kingdom

For the attention of: Joanna Charlton

E-mail: [communications.tender@sbhg.co.uk](mailto:communications.tender@sbhg.co.uk)

Telephone: +44 2089964263

Fax: +44 2089964262

**Internet address(es):**

General address of the contracting authority: <http://www.sbhg.co.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**

Housing and community amenities

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: yes

Official name: Inquilab Housing Association

Postal address: Somerville House, 50a Bath Road, Middlesex

Town: Hounslow

Postal code: TW3 3EE

Country: United Kingdom

**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**

Marketing and Communications Services Contract.

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

Services

Main site or place of performance: West London.  
NUTS code UKI11 Inner London - West

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

The procurement involves the establishment of a framework agreement

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

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement  
: 5

#### **Duration of the framework agreement**

Duration in years: 3

#### **Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT:

Range: between 565 000 and 625 000 GBP

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

We are seeking to appoint the operators/Agencies of sufficient size and experience to support the development and delivery of marketing and communications activities including public and audience relations, print production and graphic design, event management, digital marketing and videography and photography.

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

79342000 Marketing services, 79416000 Public relations services, 22100000 Printed books, brochures and leaflets, 79822500 Graphic design services, 79952000 Event services, 79961000 Photographic services, 92111000 Motion picture and video production 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**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

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

Variants will be accepted: no

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

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

We are looking to appoint the operators/suppliers who could provide the marketing and communication services to the Shepherds Bush Housing Group and our procurement partner Inquilab Housing Association. The services are divided into the following 5 lots. All the lots are for the initial period of 3 years with a provision to extend for another year.

Lot-1 — Public and Audience Relations — Estimated value of work over the contract period — 50 000 GBP;

Lot-2 — Print Production and Graphic Designs — Estimated value of work during the contract period — 235 000 GBP;

Lot-3 — Event Management — Estimated value of work over the contract period — 70 000 GBP;

Lot-4 — Digital Marketing — Estimated value of work over the contract period — 200 000 GBP;

Lot-5 — Videography and photography — Estimated value of work over the contract period — 70 000 GBP.

Estimated value excluding VAT:  
Range: between 565 000 and 625 000 GBP

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

Options: no

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

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 12 (from the award of the contract)

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

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

Information about lots

Lot No: 1

Lot title: Public and Audience Relations

### **1) Short description**

Undertaking evaluation research via several mediums, face to face, interviews at events /exhibitions, follow up phone calls. Getting reports on the effectiveness of shows/campaigns, feedback and PR etc. Strategic advice to assist with corporate relations, press release etc.

### **2) CPV code(s)**

79342000 Marketing services, 79416000 Public relations services, 22100000 Printed books, brochures and leaflets, 79822500 Graphic design services, 79952000 Event services, 79961000 Photographic services, 92111000 Motion picture and video production services

### **3) Quantity or scope**

The estimated value of the work during the contract term could be around 50 000 GBP.

Estimated value excluding VAT:

Range: between 47 000 and 50 000 GBP

### **4) Indication about different time frame or duration**

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

### **5) Additional information about lots**

Lot No: 2

Lot title: Print Production and Graphic Design

### **1) Short description**

Designing, developing and delivering marketing campaigns which are creative and impactful. Also includes designing and printing of booklets, leaflets, news letters, banners etc.

### **2) CPV code(s)**

79342000 Marketing services, 79416000 Public relations services, 22100000 Printed books, brochures and leaflets, 79822500 Graphic design services, 79952000 Event services, 79961000 Photographic services, 92111000 Motion picture and video production services

### **3) Quantity or scope**

The estimated value of work over the contract period could be around 200 000 GBP.

Estimated value excluding VAT:

Range: between 200 000 and 235 000 GBP

**4) Indication about different time frame or duration**

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

**5) Additional information about lots**

Lot No: 3

Lot title: Event Management

**1) Short description**

Event management services to ensure smooth running of corporate events, conferences etc.

**2) CPV code(s)**

79342000 Marketing services, 79416000 Public relations services, 22100000 Printed books, brochures and leaflets, 79822500 Graphic design services, 79952000 Event services, 79961000 Photographic services, 92111000 Motion picture and video production services

**3) Quantity or scope**

The anticipated value of work during the contract period could be around 65 000 GBP.

Estimated value excluding VAT:

Range: between 64 000 and 70 000 GBP

**4) Indication about different time frame or duration**

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

**5) Additional information about lots**

Lot No: 4

Lot title: Digital Marketing

**1) Short description**

Developing and delivering digital marketing activities across digital channels including hand held devices. To include display advertising, e-mail marketing, social media search engine optimisation, online PR etc.

**2) CPV code(s)**

79342000 Marketing services, 79416000 Public relations services, 22100000 Printed books, brochures and leaflets, 79822500 Graphic design services, 79952000 Event services, 79961000 Photographic services, 92111000 Motion picture and video production services

**3) Quantity or scope**

The anticipated value of the work during the contract period could be around 200 000 GBP.

Estimated value excluding VAT:

Range: between 190 000 and 200 000 GBP

**4) Indication about different time frame or duration**

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

**5) Additional information about lots**

Lot No: 5

Lot title: Videography and Photography

**1) Short description**

Provision of videography and photography on websites, social media and in external and internal publications and marketing material.

**2) CPV code(s)**

79342000 Marketing services, 79416000 Public relations services, 22100000 Printed books, brochures and leaflets, 79822500 Graphic design services, 79952000 Event services, 79961000 Photographic services, 92111000 Motion picture and video production services

**3) Quantity or scope**

The anticipated value during the contract period could be around 65 000 GBP.

Estimated value excluding VAT:

Range: between 64 000 and 70 000 GBP

**4) Indication about different time frame or duration**

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

**5) Additional information about lots**

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**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**

Details to be provided in the Invitation to Tender.

**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**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Details to be provided in the Invitation to Tender. The terms and conditions of the contract will be set out in the Tender Document.

**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: Further information will be requested in the form of a pre-qualification questionnaire.

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

List and brief description of conditions: Further information will be requested in the form of a pre-qualification questionnaire.

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

List and brief description of conditions:

Further information will be requested in the form of a pre-qualification questionnaire.

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

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

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

Execution of the service is reserved to a particular profession: no

**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

Envisaged minimum number 8: and Maximum number 12

Objective criteria for choosing the limited number of candidates: Pre-qualification questionnaire followed by Tender Documents for those short-listed. The Association intends to invite sufficient number of candidates to tender for each lot to ensure genuine competition. The Association would like to make sure that we short-list at least 6 operators/suppliers to tender for each lot on the basis of ranking at the PQQ stage, at which the criteria referred to in Part 4 of the Public Contract Regulation 2006 as amended will be assessed and marked.

#### 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 Price is not the only award criterion and all criteria are stated only in the procurement documents

#### 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

#### 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

17.11.2014 - 17:00

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

8.12.2014

#### 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

This is a recurrent procurement: no

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

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

**VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: SBHA will incorporate a minimum of 10 calendar days standstill period following electronic notification to unsuccessful candidates of the award of the contract.

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

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

17.10.2014