

United Kingdom-Romford: Marketing services

OJ S 209/2014 30/10/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Redbridge College

Postal address: Little Heath, Barley Lane

Town: Romford

Postal code: RM6 4XT

Country: United Kingdom

Contact person: Finance

For the attention of: Noman Abbasi

E-mail: nabbasi@redbridge-college.ac.uk

Telephone: +44 2085487485

Fax: +44 2085487446

Internet address(es):

General address of the contracting authority: www.redbridge-college.ac.uk

Address of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA22307

Additional information can be obtained from:

Official name: Redbridge College

Postal address: Little Heath, Barley Lane

Town: Romford

Postal code: RM6 4XT

Country: United Kingdom

Contact person: Finance

For the attention of: Noman Abbasi

E-mail: nabbasi@redbridge-college.ac.uk

Telephone: +44 2085487485

Fax: +44 2085487446

Internet address: www.redbridge-college.ac.uk

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

Official name: Redbridge College

Postal address: Little Heath, Barley Lane

Town: Romford

Postal code: RM6 4XT

Country: United Kingdom

Contact person: Finance

For the attention of: Noman Abbasi

E-mail: nabbasi@redbridge-college.ac.uk

Telephone: +44 2085487485

Fax: +44 2085487446

Internet address: www.redbridge-college.ac.uk

Tenders or requests to participate must be submitted: Official name: Redbridge College
Postal address: Little Heath, Barley Lane
Town: Romford
Postal code: RM6 4XT
Country: United Kingdom
Contact person: Finance
For the attention of: Noman Abbasi
E-mail: nabbasi@redbridge-college.ac.uk
Telephone: +44 2085487485
Fax: +44 2085487446
Internet address: www.redbridge-college.ac.uk

I.2. Type of the contracting authority

Regional or local authority

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

II.1. Description

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

Further Education College-Outsourced Marketing Services.

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

Services

Service category No 27: Other services

Main site or place of performance: Redbridge College, Littleheath, Romford RM6 4XT.

NUTS code UKH33 Essex CC

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

The notice involves a public contract

II.1.4. Information about framework agreement

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

The contract comprises of the provision of a comprehensive marketing service to the College.

The successful contractor will provide a scalable high quality service to the contracting

authority, in full compliance with the specification and conditions of the contract provided.

The contract term will be for three years and the successful bidder will be evaluated on the following essential criteria:

— Evidence of 3 national brand logos attributable to the company;

— Evidence of outsourcing experience with an FE College and one other, with references for the outsourcing service.

The services will cover the following areas:

i) Account management and client services;

Contractor to provide project management; liaising with Redbridge College, suppliers, or internal departments; reporting; invoicing; understanding briefs, obtaining specs, quantities, artworks, translations, etc.

- ii) Conceptual design Conceptual design;
Creating conceptual design of key visuals, defining and creating marketing communication bundles.
- iii) Conceptual design Conceptual design;
Creating conceptual design of key visuals, defining and creating marketing communication bundles.
- iv) Design adaptation and artwork;
Developing specific materials — either new item from pre-agreed template or from existing corporate brand guidelines, or from existing master artwork versions.
- v) Copywriting;
Creation of copy for marketing materials and proof reading.
- vi) Public relations and corporate communications;
Planning, creating or implementing unpaid advertising for communication to the public.
- vii) Copyrights, trademarks, patents, right of publicity, other proprietary rights;
Acquiring rights on behalf of Redbridge College. This may for example apply to buying rights for images used in off-line or on-line materials.
- viii) Commercial print production;
Using contractor's in-house production facilities.
- ix) Photography and stock images;
Using contractor's in-house photographer to provide on-site photography or product shots at contractor's studio. Supply of images from contractor's stock library.
- x) Direct Mailing;
Managing databases, addressing and distribution of direct mail items using contractor's in-house facilities.
- xi) Conferences, shows, and exhibitions management;
Booking and managing offsite events including holding stock of exhibition graphics, promotional items and brochures, liaising with the College suppliers & staff, following up from each event to show lead generation and events quality.
- xii) Conferences, shows, and exhibitions material production;
Using contractor's own in-house production facilities to produce new exhibition stands.
- xiii) Translations;
Translations sourced where appropriate for offline materials or for online activities.
- xiv) Digital;
Development of online banner ads, e-mail campaigns, website development, SEO etc. Utilising contractor's in-house specialist department for fast turnaround and accurate responsive analytics.
- xv) Media;
Booking space for advertisement in off-/on-line media.
- xvi) Multi-Channel Communications platform;
Specialised interface for all College staff enabling them to create email, SMS and creative campaigns ready for print & place orders directly for corporate stationery and standard marketing materials. Hosted in-house with all materials stock or produced on-site, allowing for a cost effective and fast delivery;
Note: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at: http://www.myTenders.org/Search/Search_Switch.aspx?ID=142610

II.1.6. CPV code(s)

79342000 Marketing services

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

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

3 years fixed contract for provision of services of areas as described in the notice.

The stated cost is for the total length of the contract.

Estimated value excluding VAT:

Range: between 275 000 and 325 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

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

Installment Payments.

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

Legal Entity.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

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: (1) All candidates must comply with the requirements of the State in which they are established, regarding registration on the professional or trade register.

(2) Any candidate found to be guilty of serious misrepresentation in providing any information required, may be declared ineligible and not selected to continue with this procurement process.

III.2.2. Economic and financial ability

List and brief description of conditions: (1) All candidates will be required to provide evidence of relevant professional risk indemnity insurance.

The successful contractor will be required to meet the following essential criteria:

- Evidence of 3 national brand logos attributable to the company;
- Evidence of outsourcing experience with an FE College and one other, with references for the outsourcing service.

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

Execution of the service is reserved to a particular profession: yes
Reference to the relevant law, regulation or administrative provision: Marketing.

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

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

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 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

TP007

IV.3.2. Previous publication concerning this procedure

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

Time limit for receipt of requests for documents or for accessing documents: 14.11.2014

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

15.12.2014 - 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

Date: 16.12.2014 - 12:00

Place:

Redbridge College, Little Heath, Romford, RM6 4XT.

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

(MT Ref:142610).

VI.4. Procedures for review

VI.4.1. Review body

Official name: Noman Abbasi

Postal address: Redbridge College, Little Heath

Town: Romford

Postal code: RM6 4XT

Country: United Kingdom

E-mail: nabbasi@redbridge-college.ac.uk

Telephone: +44 2085487485

Fax: +44 2085487446

Internet address: www.redbridge-college.ac.uk

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

27.10.2014