

United Kingdom-Aberystwyth: Advertising services

OJ S 222/2013 15/11/2013

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Hybu Cig Cymru - Meat Promotion Wales

Postal address: PO Box 176

Town: Aberystwyth

Postal code: SY23 2YA

Country: United Kingdom

For the attention of: Bryan Regan

E-mail: requests@hccmpw.org.uk

Fax: +44 1970615148

Internet address(es):General address of the contracting authority: <http://www.hccmpw.org.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

Other: Development and promotion of Welsh meat

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**

Integrated Agency 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: UK.

NUTS code

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

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

Duration of the framework agreement

Duration in months: 36

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

Estimated value excluding VAT: 4 000 000 GBP

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

About HCC

Hybu Cig Cymru ("HCC") undertakes activities relating to development and promotion of Welsh red meat. In particular, HCC is involved in red meat industry development initiatives and its activities include attendance at/holding trade fairs, information programmes, competitions and consumer demonstrations.

The Framework Agreements and Call-Off Contracts

HCC is seeking to set up framework agreements with one or more service providers (up to a maximum of five service providers) for the provision of integrated agency services in connection with the development, promotion and marketing of Welsh red meat.

Organisations interested in bidding should note that any framework agreement awarded will be a call off agreement and that services will be commissioned on an "as and when" basis. As such, HCC does not guarantee that any party to a framework agreement will be commissioned to provide a minimum level of services or any services at all.

Without prejudice to the paragraph above, HCC intends to award the first call-off contract under the framework to the service provider who scores highest in the tender process to set up the framework agreement.

Some of the projects called off may require the successful tenderer to implement a European campaign on HCC's behalf using European funding.

HCC's requirements for the Services

HCC requires tenderers who can prepare and present high quality, clear, concise and cost effective brand marketing strategies and integrated multi-channel campaign plans.

Based upon evidence based insight and analysis, strategy recommended must demonstrate how the agency will deliver HCC's marketing objectives (a copy of which are available from Bryan Regan, HCC's Corporate Services Manager), for Welsh Lamb, Welsh Beef and pork. Successful tenderers will be required to translate brand strategy into integrated multi-channel campaign plans that the organisation will deliver, comprising most appropriate channels such as TV, outdoor, digital, social, PR, sponsorship, direct, sales promotion, experiential etc.

It is important that consistent messages are given across all campaign points and that all services and materials comply with HCC's brand guidelines (a copy of which are available from Bryan Regan, HCC's Corporate Services Manager).

It is also important to HCC that projects called off will be carefully managed so that the relevant services and materials are provided on time, within applicable budgets and to the high quality that HCC will demand.

HCC wishes to be able to evaluate the return on investment that any strategy in which it invests provides. Therefore HCC wants tenderers to explain the methodology that would be used (if successful) to make sure HCC's return on investment in respect of a strategy, is measurable.

Tenderers will need to demonstrate that the individuals put forward to work on projects called off by HCC have the skills and experience to satisfy the above requirements.

Organisations interested in participating in this tender process are required to download an

invitation to tender ("ITT") from HCC's website (details of which are set out in section I.1 above) and complete and submit a Response to ITT by the date shown in section VI.3.4 below.

II.1.6. CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79416000 Public relations 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

It is estimated that the total potential value for orders over the term of the frameworks should not exceed GBP 4000000.00 (excluding VAT).

Estimated value excluding VAT: 4 000 000 GBP

II.2.2. Information about options

Options: yes

Description of options: The framework agreements may be extended beyond the duration stated in II.3 for a period or periods of up to a total of 12 months at HCC's option.

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

The specific requirements of HCC will be set out in the contract documentation and may include parent company guarantees and/or other forms of appropriate security.

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

No special requirements of HCC will be set out in the contract documentation.

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

No special legal form is required. However, if a consortium submits a tender which is acceptable to HCC, HCC may require the consortium to form a legal entity before entering the framework agreement. Joint and several liability of all consortium members may be required (and/or guarantees and/or undertakings by some or all consortium members in respect of some or all other consortium members may be required).

III.1.4. Contract performance conditions

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

Description of particular conditions: For more information on HCC's specific requirements, please refer to the contract documentation.

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: As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

III.2.2. Economic and financial ability

List and brief description of conditions: As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

Minimum level(s) of standards possibly required: As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

III.2.3. Technical and professional ability

List and brief description of conditions:

As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

Minimum level(s) of standards possibly required:

As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

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

IV.3.2. Previous publication concerning this procedure

no

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

Payable documents: no

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

31.1.2014 - 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

Other: Welsh

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

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: yes

Identification of the project: Some of the projects called off under the framework awarded pursuant to this tender process may require a successful bidder to implement European campaigns on HCC's behalf using European funding.

VI.3. Additional information

Neither HCC nor its advisors will be responsible for any costs or expenses incurred by tenderers in participating in the tender process and responding to the ITT.

HCC will not be bound to accept any tender response. HCC reserves the right at any time without notice and without liability to any bidder to (i) withdraw from and/or abandon and/or defer this tender process at any time, and (ii) not to award any contract as a result of this tender process.

Without prejudice to the paragraph above, any framework agreement entered into by successful tenderers with HCC will be a call off agreement and services will be commissioned on an "as and when" basis. HCC does not guarantee that a particular successful tenderer will be commissioned to provide a minimum level of services or any services at all.

VI.4. Procedures for review

VI.4.1. Review body

Official name: See section VI.4.2

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: HCC will incorporate a minimum standstill period at the point information on the award of the contract is communicated to tenderers in compliance with the timescales within the Public Contracts Regulations 2006 (as amended by the Public Contracts (Amendments) Regulations 2009).

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

VI.5. Date of dispatch of this notice

14.11.2013