

United Kingdom-Carmarthenshire: Public relations services
OJ S 170/2018 05/09/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Coleg Sir Gar

Postal address: Coleg Sir Gâr, Graig Campus, Sandy Road, Llanelli

Town: Carmarthenshire

NUTS code: UKL Wales

Postal code: SA15 4DN

Country: United Kingdom

E-mail: heidi.davies@colegsirgar.ac.uk

Telephone: +44 1554748092

Fax: +44 1554748022

Internet address(es):

Main address: www.colegsirgar.ac.uk

Address of the buyer profile: https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0265

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Public Relations, Communication and Marketing Support

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

The college wish to secure the services of an established public relations company with a breadth of experience to create and implement a marketing plan, and to provide a variety of associated services, in order to increase awareness of the Gwaredu BVD programme in Wales. The contract will run from July 2018 for 3 years.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 200 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

72420000 Internet development services, 72000000 IT services: consulting, software development, Internet and support, 73220000 Development consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79340000 Advertising and marketing services, 79342100 Direct marketing services, 79342200 Promotional services

II.2.3. Place of performance

NUTS code: UKL Wales

II.2.4. Description of the procurement

The college wish to secure the services of an established public relations company with a breadth of experience to create and implement a marketing plan, and to provide a variety of associated services, in order to increase awareness of the Gwaredu BVD programme in Wales. The contract will run from July 2018 for 3 years.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 088-197667](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: csg1718/120

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/08/2018

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: The Orchard Media and Events Group

Postal address: Unit 50-51, Cardiff Business Park, Lambourne Crescent, Llanishen

Town: Cardiff

NUTS code: UKL22 Cardiff and Vale of Glamorgan

Postal code: CF14 5GG

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 200 000,00 GBP

Total value of the contract/lot: 200 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(WA Ref:85132)

VI.4. Procedures for review

VI.4.1. Review body

Official name: Coleg Sir Gar

Postal address: Coleg Sir Gâr, Graig Campus, Sandy Road, Llanelli

Town: Carmarthenshire

Postal code: SA15 4DN

Country: United Kingdom
Telephone: +44 1554748092
Fax: +44 1554748022
Internet address: www.colegsirgar.ac.uk

VI.5. Date of dispatch of this notice

04/09/2018