

Spain-Cáceres: General management consultancy services

OJ S 126/2023 04/07/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Excmo. Ayuntamiento de Cáceres

National registration number: P1003800H

Postal address: Plaza Mayor, 1

Town: Cáceres

NUTS code: ES432 Cáceres

Postal code: 10003

Country: Spain

Contact person: Miguel Ángel Barrantes Cortés

E-mail: miguel.barrantes@ayto-caceres.es

Telephone: +34 927255790

Internet address(es):

Main address: <https://www.ayto-caceres.es>

Address of the buyer profile: <https://www.ayto-caceres.es/ayuntamiento/perfil-de-contratante/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.ayto-caceres.es/ayuntamiento/perfil-de-contratante/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://community.vortal.biz/sts/Login?SkinName=aytocaceres>

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

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Realización y puesta en marcha del proyecto para la transición digital y difusión del patrimonio histórico-artístico y cultural de Cáceres.

Reference number: CON-SERV-2023000016

II.1.2. Main CPV code

79411000 General management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

El objeto del presente contrato es la realización y puesta en marcha del proyecto para la transición digital y difusión del patrimonio histórico-artístico y cultural de Cáceres, como destino turístico inteligente, eje 3 del Plan de Sostenibilidad Turística en Destino (PSTD) en el municipio de Cáceres, en el marco del «Plan de Recuperación, Transformación y Resiliencia - Financiado por la Unión Europea-NextGenerationEU».

II.1.5. Estimated total value

Value excluding VAT: 330 579,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

II.2. Description

II.2.1. Title

Ente Gestor del Destino Turístico Inteligente. Diseño y Gestión.

Lot No: 1

II.2.2. Additional CPV code(s)

79411000 General management consultancy services, 79419000 Evaluation consultancy services, 79421000 Project-management services other than for construction work, 79421100 Project-supervision services other than for construction work

II.2.3. Place of performance

NUTS code: ES432 Cáceres

II.2.4. Description of the procurement

Ente Gestor del Destino Turístico Inteligente. Diseño y Gestión

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Elementos contenidos en la Memoria Descriptiva. / Weighting: 36

Quality criterion - Name: Bolsa de horas de técnicos. / Weighting: 15

Price - Weighting: 49

II.2.6. Estimated value

Value excluding VAT: 66 115,70 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 15/10/2023 End: 30/04/2025

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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:
yes

Identification of the project: Plan de Recuperación, Transformación y Resiliencia. //
Componente 14 – Plan de modernización y competitividad del sector turístico. // Inversión
/Reforma C14.11 – Transformación del modelo turístico hacia la sostenibilidad

II.2.14. Additional information

II.2. Description

II.2.1. Title

Tematización, modernización y digitalización del servicio de atención al turista en la ciudad de Cáceres.
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79342000 Marketing services, 79342200 Promotional services, 79342320 Customer-care services, 79342321 Customer-loyalty programme

II.2.3. Place of performance

NUTS code: ES432 Cáceres

II.2.4. Description of the procurement

Tematización, modernización y digitalización del servicio de atención al turista en la ciudad de Cáceres.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Elementos contenidos en la Memoria Descriptiva. / Weighting: 35

Quality criterion - Name: Utilización de Entity Framework Core como forma de acceso a la Capa de Datos / Weighting: 8

Quality criterion - Name: Utilización de la tecnología .Net Core para el resto de capas de la aplicación / Weighting: 8

Price - Weighting: 49

II.2.6. Estimated value

Value excluding VAT: 107 438,50 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 15/10/2023 End: 30/04/2025

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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:
yes

Identification of the project: Plan de Recuperación, Transformación y Resiliencia. //
Componente 14 – Plan de modernización y competitividad del sector turístico. // Inversión
/Reforma C14.I1 – Transformación del modelo turístico hacia la sostenibilidad

II.2.14. Additional information

II.2. Description

II.2.1. Title

Marketing Digital Turístico.
Lot No: 3

II.2.2. Additional CPV code(s)

72212480 Sales, marketing and business intelligence software development services,
72243000 Programming services, 72400000 Internet services, 72511000 Network
management software services, 75125000 Administrative services related to tourism affairs,
48800000 Information systems and servers

II.2.3. Place of performance

NUTS code: ES432 Cáceres

II.2.4. Description of the procurement

Generación de herramientas de promoción y comunicación digitales, generación de
contenidos digitales para redes sociales y página Web (programa Copywriting), mejora de la
presencia digital de la oferta turística de Cáceres, y programa de colaboración con influencers
y microinfluencers.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Elementos contenidos en la Memoria Descriptiva. / Weighting: 36

Quality criterion - Name: Bolsa de horas de técnicos. / Weighting: 15

Price - Weighting: 49

II.2.6. Estimated value

Value excluding VAT: 157 024,80 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 15/10/2023 End: 30/04/2025

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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:
yes

Identification of the project: Plan de Recuperación, Transformación y Resiliencia. //

Componente 14 – Plan de modernización y competitividad del sector turístico. // Inversión
/Reforma C14.I1 – Transformación del modelo turístico hacia la sostenibilidad

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Ver Pliego de Cláusulas Administrativas Particulares.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open 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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 02/08/2023 Local time: 14:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 14/08/2023 Local time: 10:00

Place:

Salón de Plenos de la Casa Consistorial.

Information about authorised persons and opening procedure: Sesión no pública.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Alcaldía del Excmo. Ayuntamiento de Cáceres

Postal address: 10003
Town: Cáceres
Postal code: Plaza Mayor, 1
Country: Spain
E-mail: perfil.contratante@ayto-caceres.es
Telephone: +34 927255790

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Secretaría General del Excmo. Ayuntamiento de Cáceres
Postal address: Plaza Mayor, 1
Town: Cáceres
Postal code: 10003
Country: Spain
E-mail: perfil.contratante@ayto-caceres.es
Telephone: +34 927255790
Internet address: <https://www.ayto-caceres.es/ayuntamiento/perfil-de-contratante/>

VI.5. Date of dispatch of this notice

29/06/2023