

United Kingdom-Peterborough: Advertising and marketing services

OJ S 221/2015 14/11/2015

Contract notice

Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: United Learning

Postal address: Fairline House, Nene Valley Business Park, Oundle

Town: Peterborough

Postal code: PE8 4HN

Country: United Kingdom

For the attention of: Jess Child

E-mail: jess.child@unitedlearning.org.uk**Internet address(es):**General address of the contracting authority: <http://www.unitedlearning.org.uk/>Electronic access to information: <https://tender.unitedlearning.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

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**

Provision of employer brand and recruitment advertising agency services.

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

Services

Service category No 13: Advertising services

NUTS code

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)

United Learning is a group of academies and independent schools which aims to provide excellent education to children and young people across the country, spanning nurseries through to sixth forms. UL are one of the country's leading education providers, currently educating over 36 000 students and employing over 7 000 members of staff including over 3 000 teachers.

UL wishes to engage an economic operator to provide Employer Brand and Recruitment Advertising Services. The services will be comprised of three key areas: Media Buying; Creative Services; and Employer Brand Guardianship.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 22462000 Advertising material, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign 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: 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

Estimated value excluding VAT: 500 000 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

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

Duration in months: 48 (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

N/A.

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

N/A.

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

To be confirmed.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes
Description of particular conditions: See contract documents.

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: See tender documents.

III.2.2. Economic and financial ability

List and brief description of conditions: See tender documents.

III.2.3. Technical and professional ability

List and brief description of conditions:
See tender documents.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

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

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 4: and Maximum number 8

Objective criteria for choosing the limited number of candidates: See tender documents.

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

UCSTEmployerbrand1

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

14.12.2015

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

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:
no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

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

11.11.2015