

United Kingdom-Liverpool: Marketing services
OJ S 223/2016 18/11/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: University of Liverpool

Postal address: Procurement, Foundation Building, 765 Brownlow Hill

Town: Liverpool

NUTS code: UKD52 Liverpool

Postal code: L69 7ZX

Country: United Kingdom

E-mail: c.farrell@liv.ac.uk

Internet address(es):

Main address: <https://in-tendhost.co.uk/liverpooluni/>

Address of the buyer profile: <https://in-tendhost.co.uk/liverpooluni/>

I.4. Type of the contracting authority

Other type: university

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

LCR 4.0 Marketing and Communications.

Reference number: 2016/26/MRW

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The University of Liverpool is seeking expressions of interest from capable suppliers to support the Liverpool City Region (LCR) 4.0 European Regional Development Programme (ERDF) with development and delivery of the marketing, and communications activity.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 168 514,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKD52 Liverpool

Main site or place of performance: Liverpool.

II.2.4. Description of the procurement

The University of Liverpool is seeking expressions of interest from capable suppliers to support the Liverpool City Region (LCR) 4.0 European Regional Development Programme (ERDF) with development and delivery of the marketing, and communications activity.

II.2.5. Award criteria

Quality criterion - Name: Technical: Expertise (creative, and innovation), proven track record and experience of the proposed team to meet the requirements across all marketing and branding outputs / Weighting: 25

Quality criterion - Name: Service delivery: Flexibility, communications, timeliness and on-going support / Weighting: 25

Quality criterion - Name: Quality: Project management methods / Weighting: 10

Quality criterion - Name: Regional agenda: Understanding of the Liverpool city region and business environment with respect to target sectors / Weighting: 10

Cost criterion - Name: Commercial: Value offered for available resource / Weighting: 30

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:

II.2.14. Additional information

Led by the University of Liverpool's Virtual Engineering Centre, the Liverpool City Region (LCR) 4.0 includes several partners: Liverpool John Moores University (specifically ETRI, the Faculty of Engineering and Technology Research Institute), Sensor City, STFC Hartree Centre (part of the Science and Technology Facilities Council) and the Liverpool City Region LEP (Local Enterprise Partnership).

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2016/S 115-204276](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/10/2016

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Active Profile Ltd

Postal address: Exchange Station, Tithebarn Street

Town: Liverpool

NUTS code: UKD52 Liverpool

Postal code: L2 2QP

Country: United Kingdom

The contractor is an SME: yes

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

Total value of the contract/lot: 168 514,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=227529940>

GO Reference: GO-20161116-PRO-9124611.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Head of Procurement, University of Liverpool

Town: Liverpool

Country: United Kingdom

VI.5. Date of dispatch of this notice

16/11/2016