

United Kingdom-London: Advertising and marketing services
OJ S 235/2014 05/12/2014
Contract notice – utilities
Services

Directive 2004/17/EC

Section I: Contracting entity

I.1. Name and addresses

Official name: Go Ahead Group Holding
Postal address: 4 Matthew Parker Street
Town: London
Postal code: SW1H 9NP
Country: United Kingdom
For the attention of: Elise Shuker
E-mail: elise.shuker@go-ahead.com
Telephone: +44 7794239394

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from: the abovementioned address

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

I.2. Main activity

Railway services

I.3. Contract award on behalf of other contracting entities

The contracting entity is purchasing on behalf of other contracting entities: yes

Official name: Govia Thameslink Railway Limited
Postal address: EC1V 9QS
Town: London
Country: United Kingdom
Official name: London & South Eastern Railway Limited
Postal address: SE1 8NZ
Town: London
Country: United Kingdom

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting entity

Provision of a Creative Marketing and PR Agency.

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

Services
Service category No 27: Other services
NUTS code UK United Kingdom

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

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

Provision of a Creative Marketing and PR Agency.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT

Range: between 460 000 and 1 600 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Start 1.4.2015 Completion 31.3.2019

Information about lots

Lot No: 1

Lot title: Creative Marketing for Govia Thameslink Railway and London and Southeastern Railway

2) CPV code(s)

79340000 Advertising and marketing services

Lot No: 2

Lot title: Creative Marketing and PR Govia Thameslink Railway and London and South Eastern Railway

2) CPV code(s)

79340000 Advertising and marketing services

Lot No: 3

Lot title: PR for Govia Thameslink Railway and London and South Eastern Railway

2) CPV code(s)

79340000 Advertising and marketing services

Lot No: 4

Lot title: PR for London and South Eastern Railway

2) CPV code(s)

79340000 Advertising and marketing services

Lot No: 5

Lot title: PR for Govia Thameslink Railway

2) CPV code(s)

79340000 Advertising and marketing services

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

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

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

III.1.4. Contract performance conditions

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: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

III.2.2. Economic and financial ability

List and brief description of conditions: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

III.2.3. Technical and professional ability

List and brief description of conditions: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

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

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures): no

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

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 entity

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents
(except for a DPS)

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

5.1.2015

IV.3.5. Languages in which tenders or requests to participate may be submitted
English.

IV.3.6. Minimum time frame during which the tenderer must maintain the tender

IV.3.7. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: 'The Utility will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum period of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before a contract is entered into. The Utilities Regulations 2006 (SI 2006/6) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the Regulations to take action in the High Court (England, Wales and Northern Ireland)'.

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

VI.5. Date of dispatch of this notice

2.12.2014