

United Kingdom-Shifnal: Marketing services
OJ S 194/2020 06/10/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ormiston Academies Trust
Postal address: One Victoria Square
Town: Shifnal
NUTS code: UKG West Midlands (England)
Postal code: B1 1BD
Country: United Kingdom
E-mail: lois.gordon@ormistonacademies.co.uk
Telephone: +44 1212365100

Internet address(es):

Main address: <http://www.ormistonacademiestrust.co.uk>
Address of the buyer profile: https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA36809

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, Media, Public Affairs and Crisis Management Services
Reference number: 20/02

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The aim of the contract is to secure expertise and capacity in press, public affairs and crisis management for the trust, supporting all 39 schools and the head office team.

The trust has a very small marketing and communications team that supports our teams and schools with internal communications, design, marketing campaigns, events, online presence (websites) and social media. The role of this provider would be to supplement the team's offer with senior level expertise, advice and support, with a flexible response that would not be cost-effective to provide in-house. The provider will know the education sector well and maintain good working relationships with government and wider.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 99 360,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79416200 Public relations consultancy services, 79416100 Public relations management services, 79416000 Public relations services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79430000 Crisis management services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: Ormiston Academies are only located in England so the service coverage requires coverage of England only.

II.2.4. Description of the procurement

The aim of the contract is to secure expertise and capacity in press, public affairs and crisis management for the trust, supporting all 39 schools and the head office team.

The trust has a very small marketing and communications team that supports our teams and schools with internal communications, design, marketing campaigns, events, online presence (websites) and social media. The role of this provider would be to supplement the team's offer with senior level expertise, advice and support, with a flexible response that would not be cost-effective to provide in-house. They will know the education sector well and maintain good working relationships with government and wider.

Please review the invitation to tender document for full details of the required specification.

II.2.5. Award criteria

Quality criterion - Name: Team and sector knowledge / Weighting: 15

Quality criterion - Name: National impact / Weighting: 20

Quality criterion - Name: Corporate / Weighting: 15

Quality criterion - Name: Crisis management / Weighting: 20

Quality criterion - Name: School support / Weighting: 15

Quality criterion - Name: Account management / Weighting: 5

Quality criterion - Name: Evaluation / Weighting: 5

Quality criterion - Name: References / Weighting: 5

Quality criterion - Name: Price / Weighting: 40

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

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 022-048465](#)

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: 048465

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/09/2020

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

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: 9

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

V.2.3. Name and address of the contractor

Official name: PLMR Ltd

Postal address: 29 Great Smith St

Town: London

NUTS code: UK United Kingdom

Postal code: SW1P 3BU

Country: United Kingdom

Telephone: +44 7985270271

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 GBP

Total value of the contract/lot: 99 360,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(MT Ref:220768)

VI.4. Procedures for review

VI.4.1. Review body

Official name: Public Procurement Review Service

Postal address: Cabinet Office

Town: London

Country: United Kingdom

E-mail: publicprocurementreview@cabinetoffice.gov.uk

Telephone: +44 3450103503

Internet address: <https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>

VI.5. Date of dispatch of this notice

01/10/2020