

United Kingdom-London: News-agency services
OJ S 207/2018 26/10/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Financial Conduct Authority

Postal address: 12 Endeavour Square

Town: London

NUTS code: UK United Kingdom

Postal code: E20 1JN

Country: United Kingdom

E-mail: FSPProcurement@fca.org.uk

Internet address(es):

Main address: www.fca.org.uk

Address of the buyer profile: www.fca.bravosolution.co.uk

I.1. Name and addresses

Official name: Bank of England

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: FSPProcurement@fca.org.uk

Internet address(es):

Main address: www.bankofengland.co.uk

I.1. Name and addresses

Official name: Prudential Regulation Authority

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: FSPProcurement@fca.org.uk

Internet address(es):

Main address: www.bankofengland.co.uk/prudential-regulation

I.1. Name and addresses

Official name: Payment Systems Regulator

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: FSPProcurement@fca.org.uk

Internet address(es):

Main address: www.psr.org.uk

I.1.

Name and addresses

Official name: Financial Services Compensation Scheme

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: FSPProcurement@fca.org.uk

Internet address(es):

Main address: www.fscs.org.uk

I.1. Name and addresses

Official name: Financial Ombudsman Service

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: FSPProcurement@fca.org.uk

Internet address(es):

Main address: www.financial-ombudsman.org.uk

I.1. Name and addresses

Official name: The Pensions Regulator

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: FSPProcurement@fca.org.uk

Internet address(es):

Main address: www.thepensionsregulator.gov.uk

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

TEN-17-102 Communications Services

Reference number: TEN-17-102

II.1.2. Main CPV code

92400000 News-agency services

II.1.3. Type of contract

Services

II.1.4. Short description

The FCA is looking to establish a 4 year communications framework with six (6) lots. The framework will replace a number of existing FCA contracts which expire in 2018.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 23 360 000,00 GBP

II.2. Description

II.2.1. Title

Lot 1 - Creative Agency

Lot No: 1

II.2.2. Additional CPV code(s)

92310000 Artistic and literary creation and interpretation services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: London

II.2.4. Description of the procurement

The Services to be provided under the Framework Agreement for Lot 1 include the development and delivery of advertising and marketing, creative development and production services for all digital and offline channels.

II.2.5. Award criteria

Cost criterion - Name: Commercial / 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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Public Relations

Lot No: 2

II.2.2. Additional CPV code(s)

98112000 Services furnished by professional organisations

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: London

II.2.4. Description of the procurement

We are looking for an Agency that can develop public relations themes, strategies, plans and tactics across campaigns, whether Business to Consumer (B2C) or Business to Business (B2B).

II.2.5. Award criteria

Cost criterion - Name: Commercial / 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:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Media Auditing
Lot No: 3

II.2.2. Additional CPV code(s)

79212000 Auditing services, 90714400 Activity specific environmental auditing services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance: London

II.2.4. Description of the procurement

The Agency shall be able to devise and deliver media auditing services. This will involve working primarily with the media Agency who is awarded Lot 6

II.2.5. Award criteria

Cost criterion - Name: Commercial / 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:
no

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Partnership Marketing
Lot No: 4

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 98112000 Services furnished by professional organisations

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance: London

II.2.4. Description of the procurement

The FCA is looking for Agencies who can offer a range of partnership marketing services and identify opportunities for partnership activity which are relevant to a wider campaign strategy, in collaboration with all Agency teams. The Agencies should be able to demonstrate their

experience of forming partnerships with commercial organisations, consumer, and public sector organisations, and be able to design and manage partner retention programmes.

II.2.5. Award criteria

Cost criterion - Name: Commercial / 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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Creative Testing
Lot No: 5

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance: London

II.2.4. Description of the procurement

The role of the creative testing research agency will be to carry out robust and insightful research to inform FCA behaviour change campaigns, with the goal of providing an actionable debrief. All our campaigns are underpinned by behavioural insight and robust evidence. As part of this programme, we also test all our campaign materials with consumers to ensure our messages are effective, clear and resonant.

II.2.5. Award criteria

Cost criterion - Name: Commercial / 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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Communications planning and media buying
Lot No: 6

II.2.2. Additional CPV code(s)

92200000 Radio and television services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: London

II.2.4. Description of the procurement

Development of measurable integrated communication strategies, channel plans and budget allocations across paid for, owned, earned (and no-cost) channels. The Agency shall be capable of producing robust communications planning strategies from client briefs, showing a clear line of sight from understanding of audience(s) to insight, implementation, and evaluation. Provision of marketplace, audience and media insight and analysis to support consumer and B2B campaigns and wider FCA communications.

II.2.5. Award criteria

Cost criterion - Name: Commercial / 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:
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

The procurement involves the establishment of a framework agreement

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: [2017/S 206-425348](#)

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: TEN-17-102

Lot No: 1

Title:

Creative Agency

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/06/2018

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Engine Partners UK LLP

National registration number: OC365812

Postal address: 60 Great Portland Street

Town: London

NUTS code: UK United Kingdom

Postal code: W1W 7RT

Country: United Kingdom

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Kindred Agency Ltd

National registration number: 07387574

Postal address: 4th Floor Dean Bradley House, 52 Horseferry Road

Town: London

NUTS code: UK United Kingdom

Postal code: SW1P 2AF

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: M&C Saatchi (UK) Ltd

National registration number: 03003693

Postal address: 36 Golden Sqaure

Town: London

NUTS code: UK United Kingdom

Postal code: W1R 4EE

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 3 360 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: TEN-17-102

Lot No: 2

Title:

Public Relations

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

29/06/2018

V.2.2. Information about tenders

Number of tenders received: 11

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Kindred Agency Ltd

National registration number: 07387574

Postal address: 4th Floor Dean Bradley House, 52 Horseferry Road

Town: London

NUTS code: UK United Kingdom

Postal code: SW1P 2AF

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Lansons Communications LLP

National registration number: OC342990

Postal address: 24a St John Street

Town: London

NUTS code: UK United Kingdom

Postal code: EC1M 4AY

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: M&C Saatchi PR UK LLP

National registration number: OC362334

Postal address: 36 Golden Square

Town: London

NUTS code: UK United Kingdom

Postal code: W1F 9EE

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: The Red Consultancy Ltd

National registration number: 02913684

Postal address: 8th Floor, Holborn Gate, 26 Southampton Buildings

Town: London

NUTS code: UK United Kingdom

Postal code: WC2A 1AN

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: 960 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: TEN-17-102

Lot No: Lot 3

Title:

Media Auditing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/07/2018

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Ebiquity PLC

National registration number: 03967525

Postal address: Citypoint, One Ropemaker Street

Town: London

NUTS code: UK United Kingdom

Postal code: EC2Y 9AW

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 480 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: TEN-17-102

Lot No: 4

Title:

Partnership Marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: 23RED Ltd

National registration number: 03974936

Postal address: 20 Northdown Street

Town: London

NUTS code: UK United Kingdom

Postal code: N1 9BG

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Four Communications Group Ltd

National registration number: 05114815

Postal address: 20 St Thomas Street

Town: London

NUTS code: UK United Kingdom

Postal code: SE1 9BF

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kindred Agency Ltd

National registration number: 07387574

Postal address: 4th Floor Dean Bradley House, 52 Horseferry Road

Town: London

NUTS code: UK United Kingdom

Postal code: SW1P 2AF

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: OMD Group Ltd

National registration number: 02078820

Postal address: Bankside 3, 90 — 100 Southwark Street

Town: London

NUTS code: UK United Kingdom

Postal code: SE1 0SW

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 480 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: TEN-17-102

Lot No: 5

Title:

Creative Testing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Creativerace Ltd

National registration number: 01371077

Postal address: No. 1 Leeds, 26 Whitehall Road

Town: Leeds

NUTS code: UK United Kingdom

Postal code: LS12 1BE

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Instinctif Partners Ltd

National registration number: 01036926

Postal address: First Floor, 65 Gresham Street

Town: London

NUTS code: UK United Kingdom

Postal code: EC2V 7NQ

Country: United Kingdom

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: The Nursery Research and Planning Ltd

National registration number: 04251937

Postal address: 2nd Floor 201 Haverstock Hill

Town: London

NUTS code: UK United Kingdom

Postal code: NW3 4QG

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: 480 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: TEN-17-102

Lot No: 6

Title:

Communications Planning and Media Buying

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/07/2018

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: OMD Group Ltd

National registration number: 02078820

Postal address: Bankside 3, 90 — 100 Southwark Street

Town: London

NUTS code: UK United Kingdom

Postal code: SE1 0SW

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 17 600 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Financial Conduct Authority

Postal address: 12 Endeavour Square

Town: London

Postal code: E20 1JN

Country: United Kingdom

VI.4.2. Body responsible for mediation procedures

Official name: Financial Conduct Authority

Postal address: 12 Endeavour Square

Town: London
Postal code: E20 1JN
Country: United Kingdom

VI.5. Date of dispatch of this notice
23/10/2018