

**United Kingdom-Liverpool: Advertising and marketing services**

OJ S 237/2017 09/12/2017

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: The City of Liverpool College

Postal address: Bankfield Road

Town: Liverpool

NUTS code: UKD72 Liverpool

Postal code: L13 0BQ

Country: United Kingdom

Contact person: Tina Smith

E-mail: [tina.smith@shared-ed.ac.uk](mailto:tina.smith@shared-ed.ac.uk)

Telephone: +44 1512523243

**Internet address(es):**Main address: <https://in-tendhost.co.uk/tcolc>Address of the buyer profile: [www.liv-coll.ac.uk](http://www.liv-coll.ac.uk)**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://in-tendhost.co.uk/tcolc>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://in-tendhost.co.uk/tcolc>

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

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Education

**Section II: Object**

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

The City of Liverpool College — DPS — Marketing and Communications.

Reference number: T: 2017 - 004

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

The City of Liverpool College intend to set up a Dynamic Purchasing System (DPS) for our Marketing Department for Marketing and Communications over 6 separate lots. The suppliers who are awarded a place on the DPS will be invited to participate in a further mini-competition for each of the 6 lots. The DPS will be in place until such time as the College no longer requires it or it is replaced by a revised DPS. All communications with The City of Liverpool College should be carried out using the correspondence section of the inTend portal.

#### **II.1.5. Estimated total value**

Value excluding VAT: 668 000,00 GBP

#### **II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

### **II.2. Description**

#### **II.2.1. Title**

The City of Liverpool College — DPS Public Relations  
Lot No: 1 PR

#### **II.2.2. Additional CPV code(s)**

79416000 Public relations services

#### **II.2.3. Place of performance**

NUTS code: UKD72 Liverpool  
Main site or place of performance: The City of Liverpool College.

#### **II.2.4. Description of the procurement**

Public Relations.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 120 000,00 GBP

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/02/2018 End: 01/12/2023  
This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: yes

#### **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**

The City of Liverpool College — DPS Creative Campaign  
Lot No: 2 Creative Campaign

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: UKD72 Liverpool  
Main site or place of performance: The City of Liverpool College.

**II.2.4. Description of the procurement**

Creative Campaigns.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 300 000,00 GBP

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/02/2018 End: 01/12/2023  
This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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**

The City of Liverpool College — DPS Social Media  
Lot No: 4 Social Media

**II.2.2. Additional CPV code(s)**

79342000 Marketing services

**II.2.3. Place of performance**

NUTS code: UKD72 Liverpool  
Main site or place of performance: The City of Liverpool College.

**II.2.4. Description of the procurement**

Social Media.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 136 000,00 GBP

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/02/2018 End: 01/02/2023

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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**

The City of Liverpool College — DPS Video  
Lot No: 5 Video

**II.2.2. Additional CPV code(s)**

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: UKD72 Liverpool

Main site or place of performance: The City of Liverpool College.

**II.2.4. Description of the procurement**

Video.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 40 000,00 GBP

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/02/2018 End: 01/12/2023

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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**

The City of Liverpool College — DPS Design  
Lot No: 5 Design

#### **II.2.2. Additional CPV code(s)**

79342100 Direct marketing services

#### **II.2.3. Place of performance**

NUTS code: UKD72 Liverpool  
Main site or place of performance: The City of Liverpool College.

#### **II.2.4. Description of the procurement**

Design.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 72 000,00 GBP

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/02/2018 End: 01/02/2023  
This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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 III: Legal, economic, financial and technical information**

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### **III.2. Conditions related to the contract**

#### **III.2.3. 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

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted procedure

**IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the setting up of 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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 05/01/2018 Local time: 12:00

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 01/12/2022

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: yes

**VI.2. Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The City of Liverpool College

Postal address: The Learning Exchange, 52 Roscoe Street

Town: Liverpool

Postal code: L1 9DW

Country: United Kingdom

E-mail: [tina.smith@shared-ed.ac.uk](mailto:tina.smith@shared-ed.ac.uk)

Internet address: [www.liv-coll.ac.uk](http://www.liv-coll.ac.uk)

**VI.5. Date of dispatch of this notice**

05/12/2017