

**United Kingdom-Birmingham: Printed matter and related products**

OJ S 239/2017 13/12/2017

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Midland Heart Limited

Postal address: 20 Bath Row

Town: Birmingham

NUTS code: UK United Kingdom

Postal code: B15 1LZ

Country: United Kingdom

Contact person: Laura Bennett

E-mail: [laura.bennett@midlandheart.org.uk](mailto:laura.bennett@midlandheart.org.uk)**Internet address(es):**Main address: <http://www.midlandheart.org.uk/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://iewm.bravosolution.co.uk/web/login.shtml?\\_ncp=1375434462958.69516-1](https://iewm.bravosolution.co.uk/web/login.shtml?_ncp=1375434462958.69516-1)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://iewm.bravosolution.co.uk/web/login.shtml?\\_ncp=1375434462958.69516-1](https://iewm.bravosolution.co.uk/web/login.shtml?_ncp=1375434462958.69516-1)

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

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

Body governed by public law

**I.5. Main activity**

Housing and community amenities

**Section II: Object**

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

Graphic Design Products and Services

Reference number: MH434

**II.1.2. Main CPV code**

22000000 Printed matter and related products

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Midland Heart requires several graphic designers/creative marketing agencies to be part of a framework to deliver a range of graphic design services over 3 Lots.

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

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

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

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

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

General Graphic Design

Lot No: Lot 1

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

22000000 Printed matter and related products

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

NUTS code: UK United Kingdom

Main site or place of performance: Midlands.

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

Lot 1. General graphic design and print.

— General Leaflets – Scheme leaflets, newsletters.

— Press — Recruitment/awareness adverts.

— Stationery — Letterheads, information pack folders and internal leaflets, posters, pull ups, banners, signage.

— Publications — Reports, evaluation, financial statements, B2B documents and pitches, customer annual reports, up to 100 pages.

— General designs for web/social medias — jpegs, themes, web buttons.

— Concepts and themes — Occasional concepts/designs required for various projects.

— Stand alone elements — Support in creating items required for vehicle livery, promotional materials including branded clothing.

— Event specific — Invitations for email and print, event advertisements, banners and pull up banners.

— Templates — This may include word documents, Powerpoint documents, headers, footers etc.

— Illustrations — Creation of icons, Sketches, Pre-set themes and styles all or some of which may be adapted internally/externally to be developed in to animation to be used across our intranet and internet.

— Print — On occasion there will be a need to include print with some brochure/leaflet design jobs. These will be more bespoke items once or twice a year.

The above list is not exhaustive and it can be quite common for projects to require completely new elements. Formats can vary depending on project but artwork may be required in A4, A5, A6, A7, multiple page brochures, large posters etc.

The estimated Contract value for Lot 1 is approximately 58 000 GBP per annum.

The contract duration will be for a period of 3 years, with an option to extend for a further 2 years subject to satisfactory performance.

The estimated contract value for Lot 1 over the 5 year total duration is approximately 290 000 GBP.

A minimum of the top 5 scoring suppliers will be shortlisted to the ITT stage.  
For Lot 1 Midland Heart will award the framework to a minimum of 1 suppliers and a maximum of 4 suppliers.

**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: 290 000,00 GBP

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

Start: 08/06/2018 End: 07/06/2021

This contract is subject to renewal: yes

Description of renewals:

There will be an option to extend in the Contract for a further 2 years subject to satisfactory performance.

**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**

Creative Communications Agency

Lot No: 2

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

22000000 Printed matter and related products

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: Midlands.

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

Lot 2. Creative marketing agency.

— General Leaflets — Scheme leaflets, newsletters.

— Press — Recruitment/awareness adverts.

— Stationery — Letterheads, information pack folders and internal leaflets, posters, pull ups, banners, signage.

— Publications — Reports, evaluation, financial statements, B2B documents and pitches, customer annual reports, up to 100 pages.

— General designs for web/social medias — jpegs, themes, web buttons.

— Concepts and themes — Occasional concepts/designs required for various projects.

— Stand alone elements — Support in creating items required for vehicle livery, promotional materials including branded clothing.

— Event specific — Invitations for email and print, event advertisements, banner pull up banners.

— Templates — This may include word documents, Powerpoint documents, headers, footers etc.

— Creative Campaigns — Support in developing full campaigns to include concepts, artwork suites, occasional sourcing of print and account management. These can include developing new themes/styles for internal initiatives and full scale designs and concepts for exhibitions (e.g stands, promotional materials, stationery etc).

The above list is not exhaustive and it can be quite common for projects to require completely new elements. Formats can vary depending on project but artwork may be required in A4, A5, A6, A7, multiple page brochures, large posters etc.

The estimated Contract value for Lot 2 is approximately 52 000 GBP per annum.

The Contract duration will be for a period of 3 years, with an option to extend for a further 2 years subject to satisfactory performance.

The estimated Contract value for Lot 2 over the 5 year total duration is approximately 260 000 GBP.

A minimum of the top 5 scoring suppliers will be shortlisted to the ITT stage.

For Lot 2 Midland Heart will award the Framework to a minimum of 1 supplier and a maximum of 3 suppliers.

#### **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: 260 000,00 GBP

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

Start: 08/06/2018 End: 07/06/2021

This contract is subject to renewal: yes

Description of renewals:

The Contract has an option to extend for a further 2 years subject to satisfactory performance.

#### **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**

Digital Communication Agency.

Lot No: Lot 3

##### **II.2.2.**

**Additional CPV code(s)**

22000000 Printed matter and related products

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: Midlands.

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

Lot 3 – Digital Communication Agency.

Campaigns — Support in developing full scale digital campaigns to include concepts, artwork suites to include full account management. There will be a focus on digital elements and could include amongst other things microsites, e-books, e-mail designs, QR codes, online campaigns. These can include developing new themes/styles for internal/external initiatives, microsites, infographics, interactive pdfs, editable word documents, 'buttons' for web animations for external internet and internal intranet. As Midland Hearts communications begin to have a heavier online presence we will expect our new digital communications agencies to be able to support us with email designs and perhaps facilitation and online publications such as ebooks.

The estimated Contract value for Lot 3 is approximately 12 000 GBP per annum.

The contract duration will be for a period of 3 years, with an option to extend for a further 2 years subject to satisfactory performance.

The estimated contract value for Lot 3 over the 5 year total duration is approximately 60 000 GBP.

A minimum of the top 5 scoring suppliers will be shortlisted to the ITT stage.

For Lot 3 Midland Heart will award the framework to a minimum of 1 supplier and a maximum of 3 suppliers.

**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: 60 000,00 GBP

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

Start: 08/06/2018 End: 07/06/2021

This contract is subject to renewal: yes

Description of renewals:

The contract has an option to extend for a further 2 years subject to satisfactory performance.

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

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### **III.1. Conditions for participation**

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Financial standing is pass/fail criteria based upon the following:

Suppliers' turnover must be at least 2 times greater than the annual value of this Lot/Lot(s) applied for. To be eligible for all 3 Lots the Supplier (as stand alone business unit, not a Group) must be able to demonstrate a minimum annual turnover equivalent to 244 000 GBP per annum.

If bidding for more than one Lot the turnover must equal the combined values of those Lots as identified below.

To be eligible for Lot 1 the supplier (as stand alone business unit, not a group) must be able to demonstrate a minimum annual turnover equivalent to 116 000 GBP.

To be eligible for Lot 2 the supplier (as stand alone business unit, not a group) must be able to demonstrate a minimum annual turnover equivalent to 104 000 GBP.

To be eligible for Lot 3 the supplier (as stand alone business unit, not a group) must be able to demonstrate a minimum annual turnover equivalent to 24 000 GBP.

Minimum level(s) of standards possibly required:

Insurance is pass/fail criteria and Midland Heart will require the following levels:

- Product liability = 5 000 000 GBP.
- Public liability = 5 000 000 GBP.
- Employers liability = 5 000 000 GBP.

Employers liability Insurance will only be pass/fail criteria if you hire 5 or more employees.

If you do not currently have these insurance levels in place Midland Heart will accept a written statement, submitted on Bravo solutions with your current insurance certificates, stating if you are successful in this tender you will obtain the levels of insurance required for this Contract.

#### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **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**

#### **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: 14/01/2018 Local time: 17:00

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

Date: 06/02/2018

#### **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: 06/07/2018

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

December 2022.

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

Electronic ordering will be used

Electronic payment will be used

#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: The High Court of England and Wales

Town: London

Country: United Kingdom

##### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: The Cabinet Office

Town: London

Country: United Kingdom

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

07/12/2017