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**United Kingdom-Chelmsford: Business services: law, marketing, consulting, recruitment, printing and security  
2020/S 222-547425**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: Essex County Council  
Postal address: County Hall PO Box 4  
Town: Chelmsford  
NUTS code: UKH3 Essex  
Postal code: CM1 1LX  
Country: United Kingdom  
Contact person: Tracey Watts  
E-mail: [Tracey.watts@essex.gov.uk](mailto:Tracey.watts@essex.gov.uk)

**Internet address(es):**

Main address: [www.essex.gov.uk](http://www.essex.gov.uk)  
Address of the buyer profile: [www.essex.gov.uk](http://www.essex.gov.uk)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://supplierlive.proactisp2p.com/Account/Login>  
Additional information can be obtained from the abovementioned address  
Tenders or requests to participate must be submitted electronically via: <https://supplierlive.proactisp2p.com/Account/Login>

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

Regional or local authority

**I.5) Main activity**

General public services

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title:**

0705 — Marketing and Communications Framework  
Reference number: DN168

**II.1.2) Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

Essex County Council are issuing a tender which aims to set up a framework of suppliers to provide communications and marketing services for a period of up to 4 years. Suppliers appointed to this framework will deliver services to the communications and marketing team and colleagues in communications and marketing roles across ECC, as well as other officers who may have ad-hoc requirements. The framework will be mandated, meaning that for the specific services we are procuring for there will be limited options to work with ECC for those not on the framework.

There will be 5-8 suppliers appointed to each of the lots which are:

Lot 1: Design services;

Lot 2: Public Relations Services;

Lot 3: Digital Services (PPC, SEO, digital display but not website build);

Lot 4: Photography;

Lot 5: Videography;

Lot 6: Media Planning and buying.

II.1.5) **Estimated total value**

Value excluding VAT: 1 800 000.00 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:**

Lot No: 6

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

79413000 Marketing management consultancy services

II.2.3) **Place of performance**

NUTS code: UKH3 Essex

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

The marketing and communications are looking to establish a new framework agreement made up of six lots, with 5-8 suppliers per lot. The framework will last for 3 years.

Work will be awarded using a mix of mini competition and direct award.

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: 1 800 000.00 GBP

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

Initial period will run for 2 years with two possible extensions of 12 months.

II.2.10) **Information about variants**

Variants will be accepted: no

II.2.11) **Information about options**

Options: yes

Description of options:

Suppliers are able to propose different methods of delivery for the specified task.

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**

III.1) **Conditions for participation**

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

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**

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 establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 8

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Na

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.2.2) **Time limit for receipt of tenders or requests to participate**

Date: 11/12/2020

Local time: 12:00

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

Date: 05/01/2021

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**

Duration in months: 3 (from the date stated for receipt of tender)

**Section VI: Complementary information**

VI.1) **Information about recurrence**

This is a recurrent procurement: no

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:**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

The estimated value indicated at II.1.5) is indicative only.

No level of expenditure is guaranteed by ECC. The figures stated are an estimate of the potential value of all contracts that may be entered into by ECC and the other organisations named as able to contract with the successful suppliers during the contract period. ECC reserves the right to cancel the procurement exercise and/or not to award all or part of a contract. ECC will not be responsible for any costs incurred by potential suppliers (or any other person participating in the process) in relation to this procurement exercise including if the procurement exercise is cancelled.

Each bidder shall be responsible for its own costs and expenses incurred in participating in this process. A copy of the permissible users can be found as an appendix to the specification in the procurement documents. For more general information please email the contact stated within this notice.

Proactis system

Essex County Council are implementing a new e-Sourcing system, Proactis, where the organisation's sourcing, contract and supplier management activity will be undertaken.

In order to participate or register interest in advertised bid opportunities for Essex County Council you will need to register your organisation on the Proactis Supplier Network which can be reached on the link below:

<https://supplierlive.proactisp2p.com/Account/Login>

Proactis system support

Should you require any assistance with any system please contact Supplier Support helpdesk: <http://proactis.kayako.com/default>

Alternatively, you can email [suppliersupport@proactis.com](mailto:suppliersupport@proactis.com) to automatically log a ticket for the <https://supplierlive.proactisp2p.com/Account/Login> system.

For any critical and time sensitive issues, Supplier Support can be reached on 0330 005 0352, however it is recommended that a ticket is logged using the above method(s) before calling so that the Team has ample time to review the issue.

To respond to this opportunity, please click here:

<https://supplierlive.proactisp2p.com/Account/Login>

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: High Court Royal Courts of Justice

Town: London

Country: United Kingdom

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

09/11/2020