

United Kingdom-Banbury: Advertising and marketing services

OJ S 244/2019 18/12/2019

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Waste and Resources Action Programme

Postal address: Second Floor, Blenheim Court, 19 George Street

Town: Banbury

NUTS code: UK United Kingdom

Postal code: OX16 5BH

Country: United Kingdom

E-mail: hannah.lucas@wrap.org.uk

Telephone: +44 1295817860

Internet address(es):Main address: www.wrap.org.uk**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.delta-esourcing.com/respond/4ESHFQA99C>

Additional information can be obtained from the abovementioned address

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

Environment

Section II: Object

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

WRAP Behaviour Change Brands and Campaigns

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

WRAP's behaviour change brands are a core part of the way we engage with individuals to drive behaviour change in our priority areas of food, plastics, textiles and resource management.

Once appointed we will require agencies to develop and deliver creative ideas, concepts, campaigns and cost models against specific requirements over the contract duration.

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: 1

II.2. Description

II.2.1. Title

Resource Management

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79341400 Advertising campaign services, 79311410 Economic impact assessment

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: UNITED KINGDOM.

II.2.4. Description of the procurement

Resource management:

— recycle now,

— citizen plastics,

— love your clothes.

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: 5 833 333,00 GBP

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

Start: 01/04/2020 End: 31/03/2023

This contract is subject to renewal: yes

Description of renewals:

1 year extension option until 31.3.2024.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5 Objective criteria for choosing the limited number of candidates :

The 5 highest scoring candidates in Stage 1 (SQ) plus ties will proceed to Stage 2 (tender) (unless fewer acceptable applications are received).

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:
yes

Identification of the project: Some individual items of work under this Lot may relate to FP7, Horizon2020, LIFE and/or any other EU-funded projects/programmes WRAP is or becomes involved with, although this is unlikely.

II.2.14. Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/D83VPR854M>

II.2. Description

II.2.1. Title

Food Waste
Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79341400 Advertising campaign services, 79311410 Economic impact assessment

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance: UNITED KINGDOM.

II.2.4. Description of the procurement

Food waste:
— love food hate waste,
— wasting food it's out of date,
— guardians of grub,
— small change big difference.

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: 3 333 333,00 GBP

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

Start: 01/04/2020 End: 31/03/2023
This contract is subject to renewal: yes
Description of renewals:
1 year extension option until 31.3.2024.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5
Objective criteria for choosing the limited number of candidates:
The 5 highest scoring candidates in Stage 1 (SQ) plus ties will proceed to Stage 2 (tender) (unless fewer acceptable applications are received).

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: yes

Identification of the project: Some individual items of work under this Lot may relate to FP7, Horizon2020, LIFE and/or any other EU-funded projects/programmes WRAP is or becomes involved with, although this is unlikely.

II.2.14. Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/D83VPR854M>

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.2.1. Information about a particular profession

Execution of the service is reserved to a particular profession

III.2.2. Contract performance conditions

Conditions as stated in the procurement conditions.

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

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: 17/01/2020

IV.2.3.

Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 27/01/2020

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: 4 (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.

— Part A sets out the background, scope, objectives, specific requirements and instructions on how to prepare and submit a selection application and tender,

— Part B is the selection questionnaire application form. Requests to participate must be made using this form — submissions in any other format will be rejected,

— Part C explains how applications and tenders will be evaluated and provides the evaluation criteria,

— Part D details the terms and conditions. There can be no negotiations over the terms of the procurement.

Applications and tender submissions: this procurement will be managed electronically through the Delta eSourcing suite. Register on Delta at: www.delta-esourcing.com and click on 'Supplier Register'. For technical assistance with using Delta, please contact the help desk on +44 8452707050 (8.30 to 17.30 UK time, Monday to Friday excluding bank holidays). Please register and familiarise yourself with the process in Delta at the earliest opportunity and allow sufficient time before the deadline to submit your application/tender. Any queries about this procurement must be submitted through Delta, not by any other route.

All values expressed within this contract notice are maximum values and are not intended to represent a guarantee of the level or value of contract that may ultimately be awarded to any supplier.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Banbury:-Advertising-and-marketing-services./4ESHFQA99C>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/4ESHFQA99C>

Go Reference: GO-20191217-PRO-15694624

VI.4. Procedures for review

VI.4.1.

Review body

Official name: Waste and Resources Action Programme

Postal address: Second Floor, Blenheim Court, 19 George Street

Town: Banbury

Postal code: OX16 5BH

Country: United Kingdom

Telephone: +44 1295817860

VI.4.2. Body responsible for mediation procedures

Official name: Waste and Resources Action Programme

Postal address: Second Floor, Blenheim Court, 19 George Street

Town: Banbury

Postal code: OX16 5BH

Country: United Kingdom

Telephone: +44 1295819900

VI.5. Date of dispatch of this notice

17/12/2019