

UK-Swindon: advertising and marketing services

2009/S 94-135262

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

I.1) NAME, ADDRESSES AND CONTACT POINT(S):

English Heritage, 23 Kemble Drive, Wiltshire, Attn: Alison Wylie, UK-Swindon SN2 2GZ . Tel. +44 1793414428.
E-mail: tanya.reid@english-heritage.org.uk. Fax +44 1793414491.

Further information can be obtained at: As in above-mentioned contact point(s).

Tenders or requests to participate must be sent to: As in above-mentioned contact point(s).

I.2) TYPE OF THE CONTRACTING AUTHORITY AND MAIN ACTIVITY OR ACTIVITIES:

Body governed by public law.

The contracting authority is purchasing on behalf of other contracting authorities: no.

SECTION II: OBJECT OF THE CONTRACT

II.1) DESCRIPTION

II.1.1) Title attributed to the contract by the contracting authority:

UK-Swindon: marketing services.

II.1.2) Type of contract and location of works, place of delivery or of performance:

Services.

Service category: No 27.

Main place of performance: Mainly Swindon and London but including various other locations in England.

II.1.3) The notice involves:

The establishment of a framework agreement.

II.1.4) Information on framework agreement:

Framework agreement with several operators.

Maximum number of participants to the framework agreement envisaged: 4.

Duration of the framework agreement: Duration in year(s): 4.

II.1.5) Short description of the contract or purchase(s):

Creative Services.

English Heritage is the leading public body with responsibility for all aspects of protecting and promoting the historic environment of England and aims to help people understand and appreciate why the historic buildings and landscapes matter. It opens over 400 historic buildings and archaeological sites to the public and protects and enhances England's heritage by working with owners, local authorities and other organisations. English Heritage also supports and carries out research on all aspects of the historic environment and educates by bringing the past to life through the presentation of its sites, events, training schemes and publications.

The Creative Services team will award framework agreements covering the lots outlined below. Successful contractors may be in just one category, or cover more than one.

The Creative Services team sits within the Properties and Outreach department and is responsible for advising its internal client base on the best possible solutions for design and print of a wide range of literature including

customer-facing marketing materials, Annual Report and Accounts, internal communications, commercial and not-for-profit publications.

The successful contractors will be able to provide a consistent high quality of work, provide ongoing value for money and the personnel required to provide excellent management of projects. English Heritage is looking for agencies with proven experience in similar business sectors. They will work directly with project managers from across English Heritage.

Lot 1. Design Agency - brochures and corporate literature.

This lot focuses on the core literature that English Heritage produces in order to communicate the results of its research, stewardship and statutory role as advisor to the government. The resulting documents are freely available for an audience that includes professionals in the historic built environment and members of the public. Also included within this lot are perennial items to promote English Heritage's commercial operations such as membership cards, membership letterhead and brochures which might include holiday cottages, group visits and corporate hospitality.

The role requires very strong skills in concept development. The selected designers will be working closely with several departments within English Heritage including Policy and Communications, Research and Standards and Marketing. These teams are primarily based in London and Swindon but the role may require taking briefs from other regional centres on occasion.

Spend within this lot has been approximately 200 000 GBP pa. and English Heritage aim to appoint 3 suppliers to this lot. The contract period for Lot 1 will initially be 3 years with an option to extend for 1 further year at English Heritage's discretion.

Lot 2. Strategic Marketing Agency - Properties and Outreach.

This lot requires an agency to work closely with the senior team of the Properties and Outreach group of English Heritage. Properties and Outreach looks after the conservation and maintenance of over 400 historic sites, welcomes over 10 000 000 visitors to these properties each year, runs the membership scheme and outreach programmes that engage people from under-represented groups.

The role covers two areas:

— Marketing Strategy.

Analysis of the business of English Heritage as a visitor/membership organisation, its present and potential markets. The identification of developments in relation to the English Heritage brand. Proposing and interpreting market research which the Agency judges to be of use in promoting English Heritage's commercial operations.

— Creative Strategy.

The agency would work in particular with the Marketing Director in the development of communications strategies, overall creative direction and consistency, the development of creative campaign styles, recommending media channels, managing initial creative implementation and assessment of campaign success.

Spend in this lot c 100 000 GBP pa plus additional project budgets. English Heritage aims to appoint one agency to this lot. The contract period for Lot 2 will be 1 year initially with an option to extend for 3 further 1 year periods (maximum 4 years) at English Heritage's discretion.

Lot 3. Creative Agency - campaign implementation - Properties and Outreach.

This lot requires agencies to work within the creative guidelines/templates set by the Strategic Marketing Agency to implement campaigns as briefed by individual Marketing Managers. These might be focused by region, by property or by customer group. This lot particularly requires a fast and cost effective response to meet tactical media opportunities and the resources to take briefs from the offices below.

Specifically this lot includes the production of press ads, posters, banners and leaflets for individual English Heritage properties and events. Direct mail, particularly for membership campaigns. Promotional leaflets,

vouchers and point of sale. Design for web and digital media may also grow in importance during the course of the contract. The role will cover design, artwork and copywriting.

Spend in this area is typically 100 000 GBP pa and English Heritage aim to appoint 3 or 4 suppliers to this lot. The contract period for Lot 3 will initially be 3 years with an option to extend for 1 further year at English Heritage's discretion.

English Heritage offices using this lot include Swindon, Battle Abbey, Guildford, Birmingham, Northampton, Bristol, York, Newcastle, Cambridge and London. All suppliers appointed to this lot will be invited to apply for projects estimated to be over GBP1,000 spend. However, suppliers may choose not to respond on a project-by-project basis if the office issuing the brief is located too far to reasonably service the project. Projects below 1 000 GBP can be placed at the discretion of Marketing Managers with a selected supplier from the framework. Lot 4. Design agency - Members' Handbook and Access Guide.

The Members' Handbook is an annual publication provided to all English Heritage members and is the primary way to impart information on the properties, particularly opening times and prices. The role requires an annual review of the overall design of the handbook informed by customer research provided by the membership marketing team (based in Swindon). The requirement is to produce artwork using updated copy, opening times and prices and selecting new photography from English Heritage's photo library. The agency is expected to have an input into paper selection and to pass the handbook through the repro and print process. The pagination currently consists of 4pp cover plus 280pp text. The project typically lasts for 6 months of the year, the last four of which (Oct-Jan) are particularly time intensive. Following appointment in October 2009 the agency will start working on the 2011 Handbook from approximately March 2010.

The Access guide is a separate, smaller publication produced to inform visitors with small children, elderly or disabled visitors of the levels of accessibility at English Heritage properties. The design and content is updated as required.

Spend in this lot is typically 80 000 GBP pa and English Heritage are looking for one supplier. The contract period for Lot 4 will initially be 3 years with an option to extend for 1 further year at English Heritage's discretion.

II.1.6) **Common procurement vocabulary (CPV):**

79340000, 79413000, 79342000, 79342100, 79822500.

II.1.7) **Contract covered by the Government Procurement Agreement (GPA):**

Yes.

II.1.8) **Division into lots:**

Yes.

Tenders should be submitted for: one or more lots.

II.1.9) **Variants will be accepted:**

No.

II.2) **QUANTITY OR SCOPE OF THE CONTRACT**

II.2.1) **Total quantity or scope:**

II.2.2) **Options:**

II.3) **DURATION OF THE CONTRACT OR TIME-LIMIT FOR COMPLETION:**

SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

III.1) **CONDITIONS RELATING TO THE CONTRACT**

III.1.1) **Deposits and guarantees required:**

A performance bond may be required or a parent company guarantee in the case of a subsidiary company.

- III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:**
Payments will be in accordance with the standard terms of payment detailed in the tender documentation.
- III.1.3) **Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**
No special legal form is required but in the case of combined or consortium bids, each service provider will be required to become jointly or severally liable.
- III.1.4) **Other particular conditions to which the performance of the contract is subject:**
No.
- III.2) **CONDITIONS FOR PARTICIPATION**
- III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:**
Information and formalities necessary for evaluating if requirements are met: Service providers expressing an interest in this tender must complete a prequalification questionnaire which will be available on written or e-mailed request from the address in I.1. On the basis of responses to the questionnaire English Heritage will select the service providers who will be invited to tender. The pre qualification questionnaire must be returned by 17.6.2009.
- III.2.2) **Economic and financial capacity:**
Information and formalities necessary for evaluating if requirements are met: As III.2.1.
- III.2.3) **Technical capacity:**
Information and formalities necessary for evaluating if requirements are met:
As III.2.1.
- III.2.4) **Reserved contracts:**
No.
- III.3) **CONDITIONS SPECIFIC TO SERVICES CONTRACTS**
- III.3.1) **Execution of the service is reserved to a particular profession:**
No.
- III.3.2) **Legal entities should indicate the names and professional qualifications of the staff responsible for the execution of the service:**
No.

SECTION IV: PROCEDURE

- IV.1) **TYPE OF PROCEDURE**
- IV.1.1) **Type of procedure:**
Restricted.
- IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate:**
- IV.1.3) **Reduction of the number of operators during the negotiation or dialogue:**
- IV.2) **AWARD CRITERIA**
- IV.2.1) **Award criteria:**
The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document.
- IV.2.2) **An electronic auction will be used:**
No.
- IV.3) **ADMINISTRATIVE INFORMATION**

- IV.3.1) **File reference number attributed by the contracting authority:**
- IV.3.2) **Previous publication(s) concerning the same contract:**
No.
- IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document:**
Payable documents: no.
- IV.3.4) **Time-limit for receipt of tenders or requests to participate:**
17.6.2009 - 12:00.
- IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates:**
13.7.2009.
- IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up:**
English.
- IV.3.7) **Minimum time frame during which the tenderer must maintain the tender:**
- IV.3.8) **Conditions for opening tenders:**

SECTION VI: COMPLEMENTARY INFORMATION

- VI.1) **THIS IS A RECURRENT PROCUREMENT:**
- VI.2) **CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY EU FUNDS:**
No.
- VI.3) **ADDITIONAL INFORMATION:**
Tenders and all supporting documentation must be priced in sterling and all payments under the contract will be in sterling. The contract shall be considered a contract made under English Law and subject to the exclusive jurisdiction of the English Courts. The date given in IV.3.5 for the issue of the invitation to tender documentation is for guidance only and cannot be guaranteed. The Framework Agreements may also be used by other organisations falling within the remit of the Department for Culture, Media and Sport.
GO reference: GO 09051505/01.
- VI.4) **PROCEDURES FOR APPEAL**
- VI.4.1) **Body responsible for appeal procedures:**
- VI.4.2) **Lodging of appeals:**
- VI.4.3) **Service from which information about the lodging of appeals may be obtained:**
- VI.5) **DATE OF DISPATCH OF THIS NOTICE:**
15.5.2009.