

UK-London: advertising campaign services

2009/S 95-136855

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

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

Department for Business Enterprise and Regulatory Reform, 756, Kingsgate House, 66-74 Victoria Street,
Contact: Danuta Wurm, Attn: Danuta Wurm, UK-London SW1E 6SW . Tel. +44 2072154798. E-mail:
danuta.wurm@ukti.gsi.gov.uk. Fax +44 2078281281.

Internet address(es):

General address of the contracting authority: www.uktradeinvest.gov.uk.

Address of the buyer profile: www.uktradeinvest.gov.uk.

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

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) 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:

Ministry or any other national or federal authority, including their regional or local sub-divisions.

General public services.

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-London: provision of international media planning and buying services to UK trade & investment.

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: London.

NUTS code: UKI.

II.1.3) The notice involves:

A public contract.

II.1.4) Information on framework agreement:

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

UK Trade & Investment (UKTI) is seeking to let a contract for the provision of global paid media services to UKTI.

UKTI is the government organisation that supports both companies in the UK trading internationally and overseas enterprises, wishing to locate in the UK. UKTI bring together the work of the Foreign & Commonwealth Office (FCO) and the Department for Business Enterprise and Regulatory Reform (BERR). To support its aim to "enhance the competitiveness of companies in the UK through overseas trade and investments; and attract

a continuing high level of quality foreign direct investment", UKTI offers services to: - UK businesses that want to grow their business internationally (Trade Services) - overseas businesses that want to locate in the UK (Investment Services) UKTI with its headquarters in London and Glasgow has around 2 300 people, including those overseas in UK embassies, high commissions, consulates and trade offices, and in the nine English regions.

The contract will be for 4 years and will have an option to extend up to a maximum of 12 further months.

The total value of this contract is a maximum of 1 500 000 (GBP), and will be based upon BERR terms and conditions of contract. There is no guarantee that this amount will be spent over the contract period.

CPV Codes:

Advertising management services;

Advertising campaign services.

II.1.6) Common procurement vocabulary (CPV):

79341400, 79341200.

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

Yes.

II.1.8) Division into lots:

No.

II.1.9) Variants will be accepted:

Yes.

II.2) QUANTITY OR SCOPE OF THE CONTRACT

II.2.1) Total quantity or scope:

The contract will last for four years, with provision for the contract to be extended for up to a maximum of 12 months. It will be available to BERR and FCO staff.

The expected total value of this contract will be 1 500 000 (GBP).

II.2.2) Options:

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

Duration in months: 60 (from the award of the contract).

SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

III.1) CONDITIONS RELATING TO THE CONTRACT

III.1.1) Deposits and guarantees required:

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

III.1.4) Other particular conditions to which the performance of the contract is subject:

Yes.

If you are interested in this procurement and wish to express an interest please refer to paragraphs 111.2.1 and 111.2.2 below. If you comply with these questions can you proceed to paragraph V1.3 "Additional Information" - and provide the information required in the Pre-Qualification Questionnaire. It must be submitted as part of your Expression of Interest and submitted in writing (not electronic) to Ms Danuta Wurm at the address in L.1 and V1.3.

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: (a) is bankrupt or is being wound up, where his affairs are being administered by the court, where he has entered into an arrangement with creditors, where he has suspended business activities or is in any analogous situation arising from a similar procedure under national laws and regulations;

(b) is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or of an arrangement with creditors or of any other similar proceedings under national laws and regulations;

(c) has been convicted by a judgment which has the force of res judicata in accordance with the legal provisions of the country of any offence concerning his professional conduct;

(d) has been guilty of grave professional misconduct proven by any means which the contracting authorities can demonstrate;

(e) has not fulfilled obligations relating to the payment of social security contributions in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;

(f) has not fulfilled obligations relating to the payment of taxes in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;

(g) is guilty of serious misrepresentation in supplying the information required under this Section or has not supplied such information;

(h) has been the subject of a conviction for participation in a criminal organisation, as defined in Article 2(1) of Council Joint Action 98/733/JHA;

(i) has been the subject of a conviction for corruption, as defined in Article 3 of the Council Act of 26.5.1972 and Article 3(1) of Council Joint Action 98/742/JHA3 respectively;

(j) has been the subject of a conviction for fraud within the meaning of Article 1 of the Convention relating to the protection of the financial interests of the European Communities;

(k) has been the subject of a conviction for money laundering, as defined in Article 1 of Council Directive 91/308/EEC of 10.6.1991 on prevention of the use of the financial system for the purpose of money laundering.

III.2.2) Economic and financial capacity:

Information and formalities necessary for evaluating if requirements are met: (a) appropriate statements from banks or, where appropriate, evidence of relevant professional risk indemnity insurance;

(b) the presentation of balance-sheets or extracts from the balance-sheets, where publication of the balance-sheet is required under the law of the country in which the economic operator is established;

A statement of the undertaking's overall turnover and, where appropriate, of turnover in the area covered by the contract for a maximum of the last two financial years available, depending on the date on which the undertaking was set up or the economic operator started trading, as far as the information on these turnovers is available.

III.2.3) Technical capacity:

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:

SECTION IV: PROCEDURE

IV.1) TYPE OF PROCEDURE

IV.1.1) Type of procedure:

Accelerated restricted.

Justification for the choice of accelerated procedure: We are using the Accelerated procedure as a services contract as an early execution would be of direct benefit to industry in particular Small to Medium Enterprises and also to the economy by keeping people employed and skills up to date.

IV.1.2) Limitations on the number of operators who will be invited to tender or to participate:

Envisaged number of operators 10.

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:

02.03.05.01/4c.

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:

5.6.2009 - 12:00.

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates:

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:

VI.3) ADDITIONAL INFORMATION:

ADDITIONAL INFORMATION: Pre-Qualification Questionnaire: To express an interest in being invited to tender, you are required to complete the following Pre-Qualification Questionnaire (comprising questions 1 to 18) and provide the information requested sending three paper copies only to Ms Danuta Wurm, UK Trade & Investment, 7th Floor, Kingsgate House, 66-74 Victoria Street, London SW1E 6SW by 12:00 (mid-day-BST) on 5.6.2009. Font size should be a minimum of 11. Important Notes for Potential Suppliers: a) Please only submit the information requested, and in the same order, as it appears below. Any deviation from this format will be considered as non-compliance with the tender instructions applicable to this Pre-Qualification Questionnaire and may result in your forfeiture of eligibility to participate further in the process. b) The closing date for receipt

of fully completed pre-qualification questionnaires will be 12:00 noon (BST), 5.6.2009. c) Any documentation received after this deadline will not be considered. d) It is hoped that the potential suppliers who are successfully 'shortlisted' and given the opportunity to submit a tender will receive their Invitation to Tender documents and further instructions in the week commencing 15.6.2009. Letters will be issued to all applicants responding to this Pre-Qualification Questionnaire who have not been invited to tender by 20.6.2009. Any deviations to this timetable will be notified to participants. Questions to be answered and information to be provided: 1. Evidence of expertise in the provision of international paid media services over the past 3 years in the Public or Business to Business (B2B) sectors. List at least 3 examples either Public or Private sector clients (the latter must be quoted on a major stock exchange). 2. Evidence of expertise in evaluating and assessing campaigns and liaison with production (off-line and on-line), PR and other specialist suppliers. 3. Evidence of an excellent understanding of global trade, investment, economic issues, and how the work of UKTI and its partners fits into this. 4. Company Name; 5. Company Registration Number; 6. Full Address of Registered Office; 7. Date of Registration, Formation or Incorporation; 8. Name, address, telephone & fax number and e-mail of a person nominated to be the main contact for the duration of your participation in this pre-qualification process. 9. Details of parent company and other group companies where applicable. Please include a structural organogram. 10. On a single A4 page summary of financial information consisting of Turnover, Gross Profit and Net Profit for the last 2 financial years for which information is available. Full financial information should not be provided at this stage, it will be requested at the Tender stage. 11. Copies of your organisation's Public Liability insurance policy, Employer's Liability insurance policy and your certificate of insurance under the Employers' Liability (Compulsory Insurance) Regulations (SI 1998 No. 2573). 12. A copy of your diversity and equal opportunities policy statement. 13. A copy of your Health & Safety at Work policy together with details of how it is made available to all your staff. 14. A summary of your environmental procedures as they will apply to this work, details of any accreditation awarded to you and where relevant, evidence of recent performance achievements. 15. A statement describing any measures that you have in place for ensuring quality, including details of any quality assurance controls or quality management systems and provide proof of any certification or accreditation held to a recognised national / international quality standards (e.g. BS/EN/ISO or equivalent). 16. A statement describing the measures you have in place for security of data. 17. Evidence of the ability to provide manpower, when required, on a 24/7 global basis. 18. Evidence of how much you would have to subcontract in order to meet the service requirement.. Please ensure 3 examples of the work you did for the customers mentioned in your answer to question 1 are enclosed when you return the PQQ. This is a MANDATORY REQUIREMENT. Based upon points 1 to 18, and the samples of work, prospective bidders will be scored from 5 (high) to 1 (low) against each for: a) expertise in the provision of international paid media services; b) expertise in evaluating and assessing campaigns and liaison with production (off-line and on-line), PR and other specialist suppliers; c) evidence of an excellent understanding of global trade, investment, economic issues, and how the work of UKTI and its partners; d) evidence of the ability to provide manpower, when required, on a 24/7 global basis and e) evidence of how you would have to subcontract in order to meet the service requirement. After completing this PQQ process, further documentation (an Invitation to Tender pack) will be issued to the selected organisations which will contain the evaluation criteria for awarding a contract along with the likely timeframe for returning ITT submissions. Please note at the tender stage: 1. Any questions raised and answered will be circulated to all bidders. 2. No further questions will be answered within 4 working days of the tender deadline which will be advised when tenders are issued.

GO reference: GO 09051523/01.

VI.4) **PROCEDURES FOR APPEAL**

VI.4.1) **Body responsible for appeal procedures:**

Head of Procurement, Department for Business Enterprise and Regulatory Reform, 521, 1 Victoria Street, UK-London SW1H 0ET . E-mail: andrew.timms@berr.gsi.gov.uk. Tel. +44 2072156039. URL: www.berr.gov.uk. Fax +44 2072152003.

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.