

UK-Shrewsbury: advertising services

2009/S 80-115626

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

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

Shropshire Council, Shirehall, Abbey Foregate, Attn: Nigel Denton, Procurement Manager, UK-Shrewsbury SY2 6ND . Tel. +44 1743252993. E-mail: nigel.denton@shropshire.gov.uk. Fax +44 1743255901.

Internet address(es):

General address of the contracting authority: www.Shropshire.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: Democratic Services Manager, Shropshire Council, Shirehall, Abbey Foregate, Attn: Democratic Services Manager, Legal & Democratic Services, UK-Shrewsbury SY2 6ND . Tel. +44 1743252993. Fax +44 1743255901.

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

Regional or local authority.

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:

RMC056 (1) Advertising Agency Services.

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

Services.

Service category: No 13.

Main place of performance: Shropshire.

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):

The provision of Advertising Agency Services to Shropshire Council. The contract will include the provision of:

- All advertising services for recruitment and other advertising,
- Competitive media rates,
- Media management including negotiation of any conflicts or disputes,
- Advice and expertise relating to media campaigns including:
- Diversity,
- Brand,

- Media Guide,
- Detailed management information,
- Delivery of an agreed work programme,
- The development and enhancement of the Employer Brand,
- Production of user booklets/manuals (suites of promotional materials) including:
- Shropshire Recruitment Team members,
- Recruiters,
- Candidates,
- In-house micro-site developments for:
- Creatives,
- Technical Developments,
- Writing effective advertising/creative workshops,
- Marketing/branding advice and input,
- All other related services.

The contract will commence on 1.12.2009 and will be for an initial period of 2 years with an option to extend, exercisable by the contracting authority for further 12 month periods up to a maximum of a further 2 years.

II.1.6) **Common procurement vocabulary (CPV):**
79341000.

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:**

II.2.2) **Options:**

II.3) **DURATION OF THE CONTRACT OR TIME-LIMIT FOR COMPLETION:**
Starting: 1.12.2009. Completion: 1.12.2013.

SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

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

III.1.1) **Deposits and guarantees required:**
See Tender documents.

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

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

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: Enterprises wishing to be considered for inclusion in the tender process must first complete and return a Request to Participate Questionnaire by the date in para 1V 3.3. The questionnaire can be obtained on request by writing to Nigel Denton, Procurement Manager, Shropshire Council at the address shown in para 1.1 quoting reference RMC 056(1). The information in the questionnaire shall form the basis for the selection of suppliers to be invited to tender. Depending on the level of response, the contracting authority reserves the right to undertake subsequent stages of selection prior to the issue of a formal invitation to tender.
- III.2.2) **Economic and financial capacity:**
Information and formalities necessary for evaluating if requirements are met: See 111.2.1 above.
- III.2.3) **Technical capacity:**
Information and formalities necessary for evaluating if requirements are met: See 111.2.1 above.
- III.2.4) **Reserved contracts:**
- 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:**
Yes.

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:**
Envisaged minimum number: 5. Maximum number: 8
Objective criteria for choosing the limited number of candidates: Information within completed Request to Participate Questionnaires received by the deadline will be evaluated and the highest scoring applicants who meet our minimum requirements will be invited to tender.
- 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 below:
1. Quality. Weighting: 70.
2. Price. Weighting: 30.
- 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:**
RMC056(1).
- IV.3.2) **Previous publication(s) concerning the same contract:**
No.

IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document:**

Time limit for receipt of requests for documents or for accessing documents: 22.5.2009.

Payable documents: no.

IV.3.4) **Time-limit for receipt of tenders or requests to participate:**

26.5.2009 - 12:00.

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

4.6.2009.

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:**

Yes.

Estimated timing for further notices to be published: 4 years.

VI.2) **CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY EU FUNDS:**

No.

VI.3) **ADDITIONAL INFORMATION:**

Conforming tenders to be submitted. Thereafter, variants may be offered but the contracting authority does not bind itself to accept any variants.

In the event of the tender response being inadequate in either the number of bids received or the quality of bids received, the contracting authority will move automatically to the negotiated procedure without a further notice.

The contracting authority reserves the right not to award a contract or to award any option(s) it so wishes.

Enterprises invited to submit a tender should not assume that their selection implies any recognition or acceptance of their suitability to undertake the contract.

Closing date for receipt of tenders is 12 noon, 15.7.2009.

VI.4) **PROCEDURES FOR APPEAL**

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

See V1.4.2 below.

VI.4.2) **Lodging of appeals:**

Precise information on deadline(s) for lodging appeals: Shropshire Council will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting authority before the contract is entered into. Applicants have 2 working days from the notification of the award decision to request additional debriefing and that information has to be provided a minimum of 3 working days before the expiry of the standstill period. Such additional information should be requested from the contact in Section 1.1. If an appeal regarding the award of a contract has not been successfully resolved the Public Contracts Regulations 2006 (S1 2006 No 5) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England and Wales). Any such action must be brought promptly (generally within 3 months). Where a contract has not been entered into the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may only award damages.

VI.4.3) **Service from which information about the lodging of appeals may be obtained:**

See V1.4.2 above.

VI.5) **DATE OF DISPATCH OF THIS NOTICE:**
24.4.2009.