

UK-Leicester: public relations management services

2009/S 37-054511

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

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

Eastern Shires Purchasing Organisation (see www.espo.org) on behalf of Ashfield District Council, Barnsdale Way, Grove Park, Enderby, Attn: Ian Cunningham- Contracts Admin Officer, UK-Leicester LE19 1ES . Tel. +44 1162657926. E-mail: i.cunningham@espo.org. Fax +44 1162944399.

Internet address(es):

Address of the buyer profile: www.espo.org.

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:

Regional or local authority.

Other: Local Authority Services.

SECTION II: OBJECT OF THE CONTRACT

II.1) DESCRIPTION

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

UK-Nottinghamshire: management of communications, publicity and media relations - 2964.

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

Services.

Service category: No 11.

Main place of performance: Ashfield District Council.

NUTS code: UKF15.

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):

Ashfield District Council's mission is to be recognised, by 2012, as a first-class Council, excelling in customer care, which, in partnership with others, works with its neighbourhoods to ensure the provision of the comprehensive range of services necessary to continue the sustainable regeneration of Ashfield as a fairer, safer, more environmentally aware community. The Council is seeking a service provider to (1) Act as the Council's principal advisor on all matters likely to affect its reputation, presentation and publicity. (2) To ensure the Council's reputation is made by a clear focus on customer need, expectation and perception. (3) To assume full responsibility for pro-active corporate communications, externally and internally (including responsibility for citizens' panels). A three stage procurement process is being adopted, using the EU Competitive Dialogue

procedure (a) Pre Qualification Questionnaire that will identify those selected to move onto (b) An Invitation to Submit Outline Proposal-after which a further reduction of the number of operators will take place (c) Invitation to Submit Final Tenders. CPV Code: Public relations management services.

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

79416100.

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:**

Estimated value excluding VAT: 1 250 000 GBP.

II.2.2) **Options:**

Yes.

Description of these options: The contract has the option to extend for up to a further 24 months. The total estimated value in Section 11.2.1 includes the option period.

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

Duration in months: 36 (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:**

In the event of a consortium bid, then one member of the consortium must be identified as the lead and main contractor who will accept responsibility for all the consortium members.

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

Yes.

Applicants are further advised that any contract(s) resulting from this procurement exercise will be subject to conditions which require the contractor, as an employer, to comply with all statutory obligations to staff (and to applicants for employment) under all equality and non-discrimination laws (and amendments thereto) and with any statutory instruments, orders, guidance and codes of practice made thereunder and with any code of practice in relation thereto issued by the Commission for Racial Equality.

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: As detailed in Pre-Qualification Questionnaire.

III.2.2) **Economic and financial capacity:**

Minimum level(s) of standards possibly required: As detailed in Pre-Qualification Questionnaire.

III.2.3) **Technical capacity:**

Information and formalities necessary for evaluating if requirements are met: As detailed in Pre-Qualification Questionnaire.

Minimum level(s) of standards possibly required: As detailed in Pre-Qualification Questionnaire.

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:**

Competitive dialogue.

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

Envisaged number of operators 1

Objective criteria for choosing the limited number of candidates: As detailed within Pre-Qualification Questionnaire and Invitation to Submit Outline Proposal.

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue:**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes.

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:**

2964.

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: 17.3.2009.

Payable documents: no.

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

23.3.2009 - 17:00.

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

3.6.2009.

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:**

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

VI.3) **ADDITIONAL INFORMATION:**

GO reference: GO 09022016/01.

VI.4) **PROCEDURES FOR APPEAL**

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

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

Precise information on deadline(s) for lodging appeals: ESPO, on behalf of Ashfield District Council, will incorporate a minimum 10 calendar day standstill period at the point information on the award of 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 two 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 information should be required from the address stated in section 1.1. If an appeal regarding the award of a contract has not been successfully resolved the Public Contracts Regulations 2006 (SI 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, Wales and Northern Ireland). 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:**

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

20.2.2009.