

UK-London: advertising services

2005/S 52-050316

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

- I.1) **Official name and address of the contracting authority:**
Central Office of Information, Hercules Road, UK-London SE1 7DU . Tel.: 020 72618462. Fax: 020 72618360.
E-mail: adagquery@coi.gsi.gov.uk.
- I.2) **Address from which further information can be obtained:**
E-mail: adagquery@coi.gsi.gov.uk.
- I.3) **Address from which documentation may be obtained:**
E-mail: adagappn@coi.gsi.gov.uk.
- I.4) **Address to which tenders/requests to participate must be sent:**
As in I.1.
- I.5) **Type of contracting authority:**
Central level.

SECTION II: OBJECT OF THE CONTRACT

- II.1) **Description**
- II.1.1) **Type of works contract:**
- II.1.2) **Type of supplies contract:**
- II.1.3) **Type of service contract**
Service category: 13.
- II.1.4) **Framework agreement:**
Yes.
- II.1.5) **Title attributed to the contract by the contracting authority:**
UK-London: 05/04 Advertising Creative Agencies.
- II.1.6) **Description/object of the contract:**
To provide advertising campaigns.
- II.1.7) **Site or location of works, place of delivery or performance:**
- II.1.8) **Nomenclature**
- II.1.8.1) **Common Procurement Vocabulary (CPV):**
74410000.
- II.1.8.2) **Other relevant nomenclature (CPA/NACE/CPC):**
- II.1.9) **Division into lots:**

Yes.

Tenders may be submitted for: All lots.

II.1.10) **Will variants be accepted:**

II.2) **Quantity or scope of the contract**

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

It is not possible to give a precise undertaking of the amount or value of work likely to be required under the framework agreement. The Central Office of information is a government executive agency responding to the requirements of its client departments and other executive agencies. These requirements vary significantly from year to year. Major media contracts are awarded outside of this framework agreement. Services are often required at very short notice.

II.2.2) **Options. Description and time when they may be exercised:**

II.3) **Duration of the contract or time limit for completion:**

Information about lots

Lot No: 1

1) **Nomenclature**

1.1) **Common Procurement Vocabulary (CPV):**
74410000.

1.2) **Other relevant nomenclature (CPA/NACE/CPC):**

2) **Short description:**

Consumer related campaigns - campaigns to build awareness and/or encourage behavioural change, from which a specific response is usually required.

Lot No: 2

1) **Nomenclature**

1.1) **Common Procurement Vocabulary (CPV):**
74410000.

1.2) **Other relevant nomenclature (CPA/NACE/CPC):**

2) **Short description:**

Specialist recruitment and statutory notice campaigns - predominately classified advertising in order to:
a) fill job vacancies;
b) make a statutory public announcement.

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 terms of financing and payment and/or reference to the relevant provisions:**

III.1.3) **Legal form to be taken by the grouping of suppliers, contractors or service providers to whom the contract is awarded:**

III.2) **Conditions for participation**

- III.2.1) **Information concerning the personal situation of the contractor, supplier or service provider and information and formalities necessary for the evaluation of the minimum economic, financial and technical capacity required:**
- III.2.1.1) **Legal position – means of proof required:**
- III.2.1.2) **Economic and financial capacity – means of proof required:**
- III.2.1.3) **Technical capacity – means of proof required:**
- III.3) **Conditions specific to services contracts**
- III.3.1) **Provision of the service is reserved to a specific profession:**
- III.3.2) **Legal entities required to state the names and professional qualifications of the personnel responsible for execution of the contract:**

SECTION IV: PROCEDURE

- IV.1) **Type of procedure:**
Restricted.
- IV.1.1) **Candidates already selected:**
- IV.1.2) **Justification for the choice of accelerated procedure:**
- IV.1.3) **Previous publication concerning the same contract**
- IV.1.3.1) **Prior information notice concerning the same contract:**
- IV.1.3.2) **Other previous publications:**
- IV.1.4) **Envisaged number of suppliers which will be invited to tender:**
- IV.2) **Award criteria:**
The most economically advantageous tender in terms of:
Criteria as stated below:
1: Value for money;
2: Quality;
3: Relevant experience;
4: Flexibility;
5: Innovation;
6: Customer service;
7: Technical excellence;
8: Capacity.
In descending order of priority: No.
- IV.3) **Administrative information**
- IV.3.1) **Reference number attributed to the file by the contracting authority:**
UK-London 05/05 Advertising Creative Agencies.
- IV.3.2) **Conditions for obtaining contract document and additional documents:**
Obtainable until: 18.4.2005.
- IV.3.3) **Time-limit for receipt of tenders or requests to participate:**
25.4.2005. Time: 17:00.

IV.3.4) **Dispatch of invitations to tender to selected candidates:**

Estimated date: 30.10.2005.

IV.3.5) **Language or languages in which tenders or requests to participate can be drawn up:**

English.

IV.3.6) **Minimum time frame during which the tenderer must maintain its tender:**

IV.3.7) **Conditions for opening tenders**

IV.3.7.1) **Persons authorised to be present at the opening of tenders:**

IV.3.7.2) **Date, time and place:**

SECTION VI: OTHER INFORMATION

VI.1) **Non-mandatory notice:**

VI.2) **Indication whether this procurement is a recurrent one and the estimated timing for further notices to be published:**

VI.3) **The contract relates to a project/programme financed by EU funds:**

No.

VI.4) **Additional information:**

GO reference: GO 05031129/01.

VI.5) **Date of dispatch of this notice:**

13.3.2005.