

UK-London: advertising and marketing services

2007/S 156-194886

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

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

Central Office of Information, Hercules House, Hercules Road, Contact: Patricia Macauley, Attn: Patricia Macauley, UK-London SE1 7DU . Tel. 020 7261 8215. E-mail: patricia.macauley@coi.gsi.gov.uk. Fax 020 7928 7761.

Internet address(es):

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

Address of the buyer profile: <http://coi.g2b.info>.

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: FR/07/04 BME marketing framework.

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: Various sites and addresses within the United Kingdom.

NUTS code: UK.

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: 30.

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

Estimated total value of purchases for the entire duration of the framework agreement:

Estimated value excluding VAT:

Range: between 7 000 000 and 12 000 000 GBP.

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

Provision of a full range of services for marketing aimed at one or more of a number of diverse audiences - ethnic minorities, faith groups, asylum seekers and refugees, gypsies and travellers. The services required include, advertising, direct marketing, PR, sponsorship, outreach, partnership marketing and digital communications for national and regional campaigns. These may be provided either from in-house resources or from a mixture of in-house and sub-contracted resources.

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

74400000, 74410000, 74412000, 74141600, 74420000, 74141300, 74411000, 74421000.

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

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

Yes.

Tenders should be submitted for: one or more lots.

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

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

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

The COI is seeking to award a number of framework contracts.

II.2.2) **Options:**

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

INFORMATION ABOUT LOTS

LOT NO 1

TITLE: UK-London: FR/07/04 BME marketing framework - ethnic minorities

1) **SHORT DESCRIPTION:**

Ethnic Minorities.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

74400000, 74410000, 74411000, 74412000, 74421000, 74420000, 74141600, 74141300.

3) **QUANTITY OR SCOPE:**

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

During the pre-qualification stage, applicants will be asked to provide evidence to support capability in any or all of the following areas within the lot:

Communities:

* South Asians.

* Black African and Caribbeans.

* Chinese.

* Middle Eastern.

* Eastern European.

* South American.

* Turkish.

* Far East.

Age Group:

* 16 - 24.

* 25 - 35.

* 36 - 44.

* 45 - 54.

* 55 - 64.

* 65+.

Marketing Specialism:

* Advertising.

* Direct Marketing.

* PR.

* Sponsorship.

* Outreach.

* Partnership Marketing.

* Digital Communications.

Where an applicant is accepted into the lot, their entry on the COI's catalogue of suppliers will indicate which of these areas of capability have been accepted by COI.

COI will use these areas of capability, as listed, to decide who will be invited to mini-competition for a particular project under the framework. If there is only one suitably capable supplier they will be chosen without a mini-competition.

LOT NO 2

TITLE: UK-London: FR/07/04 BME marketing framework - faith groups

1) **SHORT DESCRIPTION:**

Faith Groups.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

74400000, 74410000, 74411000, 74420000, 74412000, 74141600, 74141300, 74421000.

3) **QUANTITY OR SCOPE:**

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

During the pre-qualification stage, applicants will be asked to provide evidence to support capability in any or all of the following areas within the lot:

Faith Groups:

* Muslim.

* Hindu.

* Christian.

* Sikh.

* Jewish.

* Buddhist.

Marketing Specialism:

* Advertising.

* Direct Marketing.

* PR.

* Sponsorship.

* Outreach.

* Partnership Marketing.

* Digital Communications.

Where an applicant is accepted into the lot, their entry on the COI's catalogue of suppliers will indicate which of these areas of capability have been accepted by COI. COI will use these areas of capability, as listed, to decide

who will be invited to mini-competition for a particular project under the framework. If there is only one suitably capable supplier they will be chosen without a mini-competition.

LOT NO 3

TITLE: UK-London: FR/07/04 BME marketing framework - gypsies and travellers.

- 1) **SHORT DESCRIPTION:**
Gypsies and Travellers.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**
74400000, 74411000, 74141300, 74420000, 74421000, 74412000, 74410000, 74141600.
- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**
During the pre-qualification stage, applicants will be asked to provide evidence to support capability in any or all of the following areas within the lot:
Marketing Specialisms:
 - * Advertising.
 - * Direct Marketing.
 - * PR.
 - * Sponsorship.
 - * Outreach.
 - * Partnership Marketing.
 - * Digital Communications.Where an applicant is accepted into the lot their entry on the COI's catalogue of suppliers will indicate which of these areas of capability have been accepted by COI. COI will use these areas of capability, as listed, to decide who will be invited to mini-competition for a particular project under the framework. If there is only one suitably capable supplier they will be chosen without a mini-competition.

LOT NO 4

TITLE: UK-London: FR/07/04 BME marketing framework - refugees and asylum seekers

- 1) **SHORT DESCRIPTION:**
Refugees and Asylum Seekers.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**
74400000, 74141600, 74410000, 74411000, 74141300, 74420000, 74412000, 74421000.
- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**
During the pre-qualification stage, applicants will be asked to provide evidence to support capability in any or all of the following areas within the lot:
Market Specialism:
 - *Advertising.
 - *Direct Marketing.
 - *PR.
 - *Sponsorship.
 - *Outreach.

- *Partnership Marketing.
- *Digital Communications.

Where an applicant is accepted into the lot their entry on the COI's catalogue of suppliers will indicate which of these areas of capability have been accepted by COI. COI will use these areas of capability, as listed, to decide who will be invited to mini-competition for a particular project under the framework. If there is only one suitably capable supplier they will be chosen without a mini-competition.

LOT NO 5

TITLE: UK-London: fR/07/04 BME marketing framework - recent arrivals

- 1) **SHORT DESCRIPTION:**
Recent Arrivals.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**
74400000, 74141600, 74410000, 74411000, 74141300, 74420000, 74412000, 74421000.
- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**
During the pre-qualification stage, applicants will be asked to provide evidence to support capability in any or all of the following areas within the lot:
Marketing Specialism:
 - *Advertising.
 - *Direct Marketing.
 - *PR.
 - *Sponsorship.
 - *Outreach.
 - *Partnership Marketing.
 - *Digital Communications.Where an applicant is accepted into the lot, their entry on the COI's catalogue of suppliers will indicate which of these areas of capability have been accepted by COI. COI will use these areas of capability, as listed, to decide who will be invited to mini-competition for a particular project under the framework. If there is only one suitably capable supplier they will be chosen without a mini-competition.

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:**
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: (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 May 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 June 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: (c) 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 three 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. Information will be required in the Pre-Qualification Questionnaire. The services of a third party financial assessment agency may be used.

III.2.3) **Technical capacity:**

Information and formalities necessary for evaluating if requirements are met: Information required will be detailed in the 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:**

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 below:
1. Company expertise and experience.
2. Quality of service.
3. Financial soundness.
4. Understanding COI requirements.
5. Creative merit.
6. Staff expertise and experience.
7. Pricing structure/rate card.
- 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:**
FR/07/04 BME Marketing Framework.
- 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:**
14.9.2007 - 17:00.
- IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates:**
29.10.2007.
- 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:**
COI is also advertising an Approved Supplier List which is available to view on the Supply2.gov website and our buyer profile - <http://coi.g2b.info>. To assist with deciding whether to apply for the BME Marketing Framework or Approved Supplier List please read the following information:
BME Marketing Framework
To qualify for inclusion on the Framework, companies must have the proven expertise and the resources needed to deliver large, complex, multi-disciplinary projects. They must be capable of delivering any activity for which they are seeking inclusion.

If you are applying on behalf of a company, you should only apply for the BME Marketing Framework if you can demonstrate that you have the full range of expertise needed for one or more of the stated activities. Otherwise, complete the BME Marketing Approved Supplier List Pre-Qualification Questionnaire at www.coi.bravosolution.com

If you are applying on behalf of a company and can demonstrate that you have the full range of expertise needed for one or more of the stated Framework activities but are unsure as to whether your company's size would qualify you for the Framework then complete the Framework Pre-Qualification Questionnaire at www.coi.bravosolution.com.

Approved Supplier List.

This will be appropriate for sole traders, freelancers and for smaller companies who do not have the resources and may not have the range of skills required to qualify for the BME Marketing Framework.

If you are applying as a sole trader or freelancer you should complete the pre-qualification questionnaire for the Approved Supplier List at www.coi.bravosolution.com.

Individuals will not be accepted onto the BME Marketing Framework.

Suppliers wishing to express an interest and complete a Pre-Qualification Questionnaire must browse to the COI eSourcing portal www.coi.bravosolution.com and follow the registration procedure.

1. Register your company on the COI portal (this is only required once)

- Browse to the eSourcing Portal: www.coi.bravosolution.com

- Click the "Click here to register" link

- Accept the terms and conditions and click "continue"

- Enter your correct business and user details

- Note the username you chose and click "Save" when complete

- You will shortly receive an email with your unique password (please keep this secure)

2. Express an Interest in the tender - Login to the portal with the username/password

- Click the "Open Access PQQs" link. (These are Pre-Qualification Questionnaires open to any registered supplier)

- Click on the relevant PQQ to access the content.

- Click the "Express Interest" button in the "Actions" box on the left-hand side of the page.

- This will move the PQQ into your "My PQQs" page. (This is a secure area reserved for your projects only)

- Click on the PQQ code, you can now access any attachments by clicking the "Settings and Buyer Attachments" in the "Actions" box

3. Responding to the tender

- You can now choose to "Reply" or "Reject" (please give a reason if rejecting)

- You can now use the 'Messages' function to communicate with the buyer and seek any clarification

- Note the deadline for completion, then follow the onscreen instructions to complete the PQQ

- There may be a mixture of online and offline actions for you to perform (there is detailed online help available)

If you require any further assistance use the online help, or the BravoSolution help desk is available Mon - Fri (8am - 6pm) on:

- eMail: help@bravosolution.co.uk.

- Phone: 0800 011 2470 / Fax: 020 7080 0480.

GO reference: GO 07081308/01.

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: The Central Office of Information will incorporate a minimum 10-calendar day standstill period at the point which information on the award of the framework is

communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting authority before the framework 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 required from the Head of Procurement at the address given in Section I.1. If an appeal regarding the award of a framework 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 within 3 months. Where a framework 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 framework 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:**

13.8.2007.