

**UK-London: marketing management consultancy services**

**2008/S 166-223767**

**CONTRACT NOTICE**

**Services**

**SECTION I: CONTRACTING AUTHORITY**

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

Central Office of Information, Hercules House, Hercules Road, Attn: Rachel Carter, UK-London SE1 7DU . Tel. 020 79 28 23 45. E-mail: [rachel.carter@coi.gsi.gov.uk](mailto:rachel.carter@coi.gsi.gov.uk). Fax 020 76 20 18 52.

**Internet address(es):**

General address of the contracting authority: [www.coi.gov.uk](http://www.coi.gov.uk).

**Further information can be obtained at:** URL: [www.coi.bravosolution.com](http://www.coi.bravosolution.com).

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained at:** URL: [www.coi.bravosolution.com](http://www.coi.bravosolution.com).

**Tenders or requests to participate must be sent to:** URL: [www.coi.bravosolution.com](http://www.coi.bravosolution.com).

**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.

**SECTION II: OBJECT OF THE CONTRACT**

**II.1) DESCRIPTION**

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

UK-London: fr/08/007 - marketing, brand and strategy consultancy 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.

**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: 100.

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 13 000 000 and 14 000 000 GBP.

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

COI's role:

COI is a UK government department providing marketing communications and consultancy services to over 300 UK government client organisations. Our role is to work with our clients to create communications which help

them to achieve their policy, business and delivery objectives. To do this, we need to have frameworks covering the full range of marketing communications and consultancy activity.

This Framework is for Strategic Consultancy for Internal Communication and Change.

Contractual responsibilities of COI and its client(s). COI seeks to work with its clients in as flexible way as possible. However, because COI acts as a central purchasing body in the context of the Public Contract Regulations 2006, COI must issue all contracts awarded under this framework.

Each time a contract is to be competed for, COI will agree with its client how the capability criteria for each Lot, as required by the Regulations, will be applied to identify which suppliers will be invited to take part in a mini-competition for the contract.

COI will also agree with its clients whether the resulting day-to-day management of the contract will be carried out:

- Directly by COI on behalf of its client(s),
- Jointly by COI and its client(s) working together,
- Directly by COI's clients.

The Strategic Consultancy Framework for Marketing, Brand and Strategy is looking for suppliers that will provide consultancy support in the areas of marketing, social marketing and communication strategy development and implementation, brand strategy, insight, trend forecasting, business strategy, econometrics and other forms of measurement and analysis relevant to marketing, brand and business activity.

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

74141300.

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

Yes.

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

Yes.

Tenders should be submitted for: one or more lots.

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

No.

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:**

**INFORMATION ABOUT LOTS**

LOT NO 1

TITLE: UK-London: fr/08/007 - marketing, brand and strategy consultancy framework

1) **SHORT DESCRIPTION:**

Lot 1 - Marketing and Communication - To apply for this lot suppliers should be able to demonstrate ability in and experience of all aspects of b2b, b2c and social marketing strategy development, implementation, planning and training. Lot 1 has 5 Labels. Label 1: Strategy Development. Label 2: Strategy Implementation. Label 3: Planning and Planning Analysis. Label 4: Education, Training and Course Planning. Label 5: Innovation.

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

74141300.

3) **QUANTITY OR SCOPE:**

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

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

Description about each label can be found in the pre-qualification questionnaire.

During the pre-qualification stage, applicants will be asked to provide evidence to support capability in one or all labels under the lot: \*Strategy Development \*Strategy Implementation \*Planning and Planning Analysis \* Education, Training and Course Planning \*Innovation. Once an applicant has been accepted onto a label under a particular lot, this will indicate which of the areas of capability have been accepted by COI. COI will use the labels to invite participants to mini-competition under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 2

TITLE: UK-London: fr/08/007 - marketing, brand and strategy consultancy framework

1) **SHORT DESCRIPTION:**

Lot 2: Stakeholder Communication - To apply for this lot suppliers should be able to demonstrate ability in and experience of stakeholder mapping, engagement and management. Lot 2 has 2 Labels. Label 1: Stakeholder Strategy. Label 2: Stakeholder Management.

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

74141300.

3) **QUANTITY OR SCOPE:**

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

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

Description about each label can be found in the pre-qualification questionnaire.

During the pre-qualification stage, applicants will be asked to provide evidence to support capability in either or both labels under the lot: \*Stakeholder Strategy \*Stakeholder Management. Once an applicant has been accepted onto a label under a particular lot, this will indicate which of the areas of capability have been accepted by COI. COI will use the labels to invite participants to mini-competition under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 3

TITLE: UK-London: fr/08/007 - marketing, brand and strategy consultancy framework

1) **SHORT DESCRIPTION:**

Lot 3 - Branding - To apply for this lot suppliers should be able to demonstrate ability in and experience of brand strategy development and implementation. Lot 3 has 2 Labels. Label 1: Strategy development. Label 2: Strategy Implementation.

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

74141300.

3) **QUANTITY OR SCOPE:**

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

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

Description about each label can be found in the pre-qualification questionnaire.

During the pre-qualification stage, applicants will be asked to provide evidence to support capability in either or both labels under the lot: \*Strategy development \*Strategy Implementation. Once an applicant has been accepted onto a label under a particular lot, this will indicate which of the areas of capability have been accepted

by COI. COI will use the labels to invite participants to mini-competition under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 4

TITLE: UK-London: fr/08/007 - marketing, brand and strategy consultancy framework

1) **SHORT DESCRIPTION:**

Lot 4: Insight and Modelling - To apply for this lot suppliers should be able to demonstrate ability in and experience of insight, trend forecasting, segmentation, scenario planning and behaviour change. Lot 4 has 5 Labels. Label 1: Consumer Insight. Label 2: Future Trend Forecasting. Label 3: Modelling and Segmentation. Label 4: Scenario Planning. Label 5: Behaviour Change.

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

74141300.

3) **QUANTITY OR SCOPE:**

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

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

Description about each label can be found in the pre-qualification questionnaire.

During the pre-qualification stage, applicants will be asked to provide evidence to support capability in one or all labels under the lot: \*Consumer Insight \*Future Trend Forecasting \*Modelling and Segmentation \*Scenario Planning \*Behaviour Change. Once an applicant has been accepted onto a label under a particular lot, this will indicate which of the areas of capability have been accepted by COI. COI will use the labels to invite participants to mini-competition under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 5

TITLE: UK-London: fr/08/007 - marketing, brand and strategy consultancy framework

1) **SHORT DESCRIPTION:**

Lot 5 - Business Strategy - To apply for this lot suppliers should be able to demonstrate ability in and experience of using a wide range of tools including forecasting, modelling and market analysis to help develop business strategies. Lot 5 has 3 Labels. Label 1: Business Planning. Label 2: Market Analysis. Label 3: Corporate Social Responsibility (CSR).

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

74141300.

3) **QUANTITY OR SCOPE:**

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

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

Description about each label can be found in the pre-qualification questionnaire.

During the pre-qualification stage, applicants will be asked to provide evidence to support capability in one or all labels under the lot: \*Business Planning \*Market Analysis \* Corporate Social Responsibility. Once an applicant has been accepted onto a label under a particular lot, this will indicate which of the areas of capability have been accepted by COI. COI will use the labels to invite participants to mini-competition under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 6

TITLE: UK-London: fr/08/007 - marketing, brand and strategy consultancy framework

- 1) **SHORT DESCRIPTION:**  
Lot 6 - Concept Development - To apply for this lot suppliers should be able to demonstrate ability in and experience of using strategic and creative skills to develop and test new concepts and propositions. Lot 6 has 2 Labels. Label 1: Concept and Proposition Developing. Label 2: Concept and Proposition Testing.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**  
74141300.
- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**  
Description about each label can be found in the pre-qualification questionnaire.  
During the pre-qualification stage, applicants will be asked to provide evidence to support capability in either or both labels under the lot: \*Concept and Proposition Developing \*Concept and Proposition Testing. Once an applicant has been accepted onto a label under a particular lot, this will indicate which of the areas of capability have been accepted by COI. COI will use the labels to invite participants to mini-competition under the framework. If there is only one suitable capable supplier they will be chosen without a mini-competition.

LOT NO 7

TITLE: UK-London: fr/08/007 - marketing, brand and strategy consultancy framework

- 1) **SHORT DESCRIPTION:**  
Lot 7 - Evaluation - To apply for this lot suppliers should be able to demonstrate ability in and experience of measuring and evaluating the benefits of marketing, branding and business strategies. Lot 7 has 2 Labels. Label 1: Measurement, Analysis and Evaluation. Label 2: Econometrics.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**  
74141300.
- 3) **QUANTITY OR SCOPE:**
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**  
Description about each label can be found in the pre-qualification questionnaire.  
During the pre-qualification stage, applicants will be asked to provide evidence to support capability in either or both labels under the lot: \*Measurement, Analysis and Evaluation \*Econometrics. Once an applicant has been accepted onto a label under a particular lot, this will indicate which of the areas of capability have been accepted by COI. COI will use the labels to invite participants to mini-competition under the framework. If there is only one suitable 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 26.5.1972 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 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.

**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:

NO. Organisational and Financial assessment. Weighting:

NO. Demonstration of Expertise in Specialism. Weighting:

NO. Technical Expertise. Weighting:

NO. Previous Experience. Weighting:

NO. Quality of Thinking. Weighting:

NO. Quality Control. Weighting:

NO. Staff Expertise. Weighting:

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:**

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:**

26.9.2008 - 17:00.

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

1.11.2008.

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:**

No.

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

VI.3) **ADDITIONAL INFORMATION:**

Suppliers wishing to express an interest and complete a Pre-Qualification Questionnaire must browse to the COI eSourcing portal [www.coi.bravosolution.com](http://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](http://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 on line help available) If you require further assistance use the online help, or the Bravo Solution help desk is available Mon-Fri (8:00 to 6:00) on: email: [help@bravosolution.co.uk](mailto:help@bravosolution.co.uk) - Phone: 08 00 00 11 24 70, Fax: 020 70 80 04 80.  
GO reference: GO 08082702/01.

VI.4.3): For information regarding the Body responsible for appeals procedure please refer to section VI.4.2.

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 documents 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:**

26.8.2008.