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Tender

L24045-T-MC - Creative Design Framework

London Luton Airport Operations Limited

F05: Contract notice – utilities

Notice identifier: 2024/S 000-025599

Procurement identifier (OCID): ocds-h6vhtk-048a54

Published 13 August 2024, 12:42pm

Section I: Contracting entity

I.1) Name and addresses

London Luton Airport Operations Limited

Percival House, Percival Way,

Luton

Lu2 9NU

Contact

Michaela Caulfield

Email

michaela.caulfield@ltn.aero

Country

United Kingdom

NUTS code

UKH21 - Luton

Internet address(es)

Main address

<https://in-tendhost.co.uk/llaol.aspx/Home>

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://in-tendhost.co.uk/llaol.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/llaol.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/llaol.aspx/Home>

I.6) Main activity

Airport-related activities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

L24045-T-MC - Creative Design Framework

Reference number

L24045-T-MC

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

London Luton Airport requires suppliers to immerse themselves in the brand, make use of the available background research and consolidate the findings to understand the mission and vision for LLA to revolutionise the airport experience, whilst making travel accessible, easy and enjoyable. This requirement has been split into 2 lots: Lot 1- Junior weight level creative services Lot 2- Middle weight and or Senior level creative services The agreement will be in place for a period of 3 years with the opportunity to extend twice, each for a further 1 year period (3+1+1). Further details are provided within the tender documents. This tender will be run as a restricted process.

II.1.5) Estimated total value

Value excluding VAT: £1,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Lot 1- Junior weight level creative services

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH21 - Luton

II.2.4) Description of the procurement

Junior weight general design and artworking. Please see the tender documents for further details.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

3 year initial term followed by two optional extensions, each for a 1 year period (3 + 1 + 1)

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

Please see the tender documents for further details

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

Please see the tender documents for further details

II.2) Description

II.2.1) Title

Lot 2- Middle weight Senior level creative services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKH21 - Luton

II.2.4) Description of the procurement

Middle weight and or Senior level general design and artworkingSenior and or Director level
TTL creative marketing servicesPlease see the tender documents for further details

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

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Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

Please see the tender documents for further details

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Please see the tender documents

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

Please see the tender documents

III.1.6) Deposits and guarantees required

Please see the tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please see the tender documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

In the case of framework agreements, provide justification for any duration exceeding 8 years:

Optional extension years in case continuity of service is required mid project

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

13 September 2024

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

23 September 2024

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: circa 6 months to a year prior to contract end date

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Please see the tender documents

VI.4) Procedures for review

VI.4.1) Review body

London Luton Airport - The Legal team

Percival House, Percival Way

Luton

Lu2 9NU

Email

procurement.team@ltn.aero

Country

United Kingdom

