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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](mailto:michaela.caulfield@ltn.aero)

#### **Country**

United Kingdom

#### **NUTS code**

UKH21 - Luton

**Internet address(es)**

Main address

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

**I.3) Communication**

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

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

**I.6) Main activity**

Airport-related activities

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## **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

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

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## **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

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## **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)

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## **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](mailto:procurement.team@ltn.aero)

Country

United Kingdom