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Tender

## **Design Print and Related Services Dynamic Purchasing System (DPS) for the London Borough of Camden**

London Borough of Camden

F02: Contract notice

Notice identifier: 2022/S 000-036581

Procurement identifier (OCID): ocids-h6vhtk-039441

Published 23 December 2022, 3:31pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

London Borough of Camden

5 Pancras Square

London

N1C 4AG

#### **Email**

[ros.daniel@camden.gov.uk](mailto:ros.daniel@camden.gov.uk)

#### **Telephone**

+44 2079741985

#### **Country**

United Kingdom

#### **NUTS code**

UKI - London

**Internet address(es)**

Main address

<https://www.camden.gov.uk>

Buyer's address

<https://lbcamden.eu-supply.com/ctm/Company/CompanyInformation/Index/28>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://app.panacea-software.com/camden/pqq/RegisterInterest.aspx>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://app.panacea-software.com/camden/pqq/RegisterInterest.aspx>

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://app.panacea-software.com/camden/pqq/RegisterInterest.aspx>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object**

**II.1) Scope of the procurement**

### **II.1.1) Title**

Design Print and Related Services Dynamic Purchasing System (DPS) for the London Borough of Camden

Reference number

DPS1

### **II.1.2) Main CPV code**

- 22000000 - Printed matter and related products

### **II.1.3) Type of contract**

Supplies

### **II.1.4) Short description**

The London Borough of Camden will procure all its Design, Print and Related Services requirements using this Dynamic Purchasing System contract. The services that will be required will be divided into 12 lots. The London Borough of Camden will act as the main purchasing organisation, however the authority may share service delivery with other public sector bodies in the UK.

### **II.1.5) Estimated total value**

Value excluding VAT: £2,440,000

### **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**

Standard print

Lot No

### **II.2.2) Additional CPV code(s)**

- 22000000 - Printed matter and related products

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category includes printing and delivery of materials including posters, leaflets, booklets or brochures, flyers, stationery, NCR forms and high-volume copying, on any of the following: SRA1/B1, SRA2/B2 or SRA3/B3 sheet fed litho presses, web-offset presses, digital presses.

Examples include (but not limited to):

- A4 / A5 / 99 x 210mm brochures, leaflets or flyers
- A4/A3/A2/A1 posters
- Oversize A4 / A5 pocket folders
- Forms, NCR pads, headed paper, compliment slips, business cards, envelopes, receipt books
- Magazines and newsletters
- Documents, council meeting papers and agendas\*, reports.

\*Where printed materials are subject to statutory timing requiring same-day or 24-hour turnaround, the selection criteria will include the supplier's proximity to the buying authority and speed of delivery service offered.

Suppliers shall ensure printed products supplied under the Framework meet the mandatory minimum standards set out by the Government buying Standards.

[www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-paper-and-paper-products](http://www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-paper-and-paper-products)

### **II.2.5) Award criteria**

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

documents

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry

### **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) Description**

### **II.2.1) Title**

Mailing

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 64110000 - Postal services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category covers preparing mailings for delivery by Royal Mail and other delivery providers.

Examples include (but not limited to):

- Personalisation and mailing – e.g., printing, collating and match-mailing varying documents, personalised letter(s) and printed reply envelopes and stuffing in envelopes. Apply mail-sort order and bag to royal-mail requirements to attract optimal postal discounts, and post using required class using buyer's royal-mail account.
- Hybrid mailing and same-day mailing for including letters, statements, bills, inserts and any other correspondence. Personalise, collage, pack and apply mail-sort order and bag to royal-mail requirements to attract optimal postal discounts, and post using required class, using supplier or buyer's Royal-Mail account as specified for each requirement.

### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

### **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) Description**

### **II.2.1) Title**

Large format, signage and display printing

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 22000000 - Printed matter and related products

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category covers the production of large posters, signage and display boards.

Examples include (but not limited to):

- A2 – A0 size 4 colour inkjets onto satin photo paper 170gsm mounted on 3mm – 5mm Foamex board.
- Large format display stands.
- Signage, lamp-post banners, outdoor advertising and livery

- Pop up/'Pull up' display stands
- Large and small format vinyl print and affixing, including PVC banners printed 4-colour, hemming and eye-letting, for indoor and outdoor use
- 'Six-sheet' (1750mm x 1185mm) and bespoke (3250mm x 1200mm) posters

#### **II.2.5) Award criteria**

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

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

Start date

23 January 2023

End date

23 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

#### **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) Description**



### **II.2.1) Title**

Security Printing and Confidential Printing - General

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79800000 - Printing and related services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category covers all secure and confidential printing for the Council and its partners.

Examples include (but not limited to):

- Council Tax and Revenues and Benefits printed business correspondence
- Parking stationery e.g., parking permits/discs, such as a PCN Rolls, Parking Scratch Cards (including latex one side & overprint black wording on latex and numbering)
- Confidential service reports, confidential statement of cases (investigation into staff), Surveyors reports for planning, Democratic – agendas, audits, Cabinet reports
- Legal correspondence
- Payslips and P60s (including personalisation, fulfilment and mailing)
- Cheque printing

Where printed materials are subject to statutory timing requiring same-day or 24hour turnaround, the selection criteria will include the supplier's proximity to the buying authority and speed of delivery service offered.

### **II.2.5) Award criteria**

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

documents

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

### **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) Description**

### **II.2.1) Title**

Branded promotional products, specialist printing and binders

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 22000000 - Printed matter and related products

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category covers items such as (but not limited to):

- Tote bags
- T-shirts
- Bespoke pens
- Bespoke pencils
- Mugs
- Sports drinking bottles
- USB sticks
- Stickers
- Binders,
- ID Badges
- Flexo printing, etc.

### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

#### **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) Description**

#### **II.2.1) Title**

Creative services design and artwork for print and digital media

Lot No

6

#### **II.2.2) Additional CPV code(s)**

- 22000000 - Printed matter and related products

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

#### **II.2.4) Description of the procurement**

This category spans from concept designs for large campaigns to creative design and simple artwork following a style guide, and includes illustration, imagery, photo editing, and associated creative services – for print and new media.

Creative concepts should be appropriate for the audience and intended channel, support the campaign's key messages and for its intended output and must strictly adhere to the buying authority's corporate identity standards.

All artwork must be produced and submitted using the latest software.

All copyright of design and content created must be signed over to the commissioning authority on commencement of work.

All concepts and final drafts must be provided to the buyer for approval prior to completion.

Examples include (but are not limited to):

- Concepts for campaigns, branding and/or individual items
- Design for advertising, print and/or digital media
- Illustration, image search and image manipulation
- Artwork in appropriate format for print, online, social media or digital media
- Creation of templates for branded materials, presentations, advertisements or banner pages
- Updating previous artwork with new concept.

Editable artwork files and images must be provided together with the final artwork or production files on completion of each order.

#### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

#### **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) Description**

#### **II.2.1) Title**

Copywriting and proof-reading

Lot No

7

#### **II.2.2) Additional CPV code(s)**

- 22000000 - Printed matter and related products

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

#### **II.2.4) Description of the procurement**

This category will involve copywriting for a diverse range of subject matter normally covered in local authority. The content maybe promotional, factual or technical. It also covers sub-editing and proof-reading services for any briefings, documents, online

materials as well as design or artwork produced.

#### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

#### **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) Description**

#### **II.2.1) Title**

Photography

Lot No

8

**II.2.2) Additional CPV code(s)**

- 79960000 - Photographic and ancillary services

**II.2.3) Place of performance**

NUTS codes

- UKI - London

**II.2.4) Description of the procurement**

Note: We want to use this LOT as an approved list of suppliers to share with communications team but not always raise PO via Panacea only for Creative services work. Communication team orders would be raised through Camden official ordering system only.

This Lot covers relevant photography projects for any given requirement. This category includes photography, photographic editing and production services for editorial, advertising, technical, promotional or marketing applications.

Suppliers may be subject to a Disclosure and Barring Service (DBS) check before undertaking work with children and young people and will need to abide by the buying authority's consent policy and protocol.

Suppliers will be required to submit photography electronically to the buyer directly onto the Design, Print and Related Services DPS ("DPS Portal") for approval before finalisation.

Suppliers must ensure they adhered to GDPR legislation when taking photographs of individuals or property by using the buying authority's consent form.

Suppliers must request the consent form from the buyer if it is not appended to an order for these services.

All copyright of content created and photographed is to be assigned to the buying authority.

The Supplier must notify the buyer in advance of any chargeable travel expenses and such expenses can only be paid where agreement to do so is confirmed on an approved order sent to the supplier via the DPS Portal OR Camden official ordering system only.

**II.2.5) Award criteria**



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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

### **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) Description**

### **II.2.1) Title**

Digital Communications

Lot No

9

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category covers the provision of technical services and/or content for all areas of digital communications.

Examples include (but not limited to):

- E-newsletters and email marketing
- Web application and/or web content development and creative input
- E-brochures (using Flash/Java/HTML 5 technology)
- Social Media marketing including Facebook, Twitter, Instagram, Pinterest
- Google ads
- Interactive pdfs
- Search engine optimisation
- Mobile marketing
- Page-turn software
- Viral Videos
- iAd

NB: The Design element of this work is covered in Lot 6.

### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

#### **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) Description**

#### **II.2.1) Title**

Filming and Videography

Lot No

10

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

#### **II.2.4) Description of the procurement**

Note: We want to use this LOT as an approved list of suppliers to share with communications team but not always raise PO via Panacea only for Creative services work.

Communication team orders would be raised through Camden official ordering system only.

This Lot covers relevant filming projects for any given requirement. This category includes filming, videography and film editing and production services for editorial, advertising, technical, promotional or marketing applications.

Suppliers may be subject to a Disclosure and Barring Service (DBS) check before undertaking work with children and young people and will need to abide by the buying authority's consent policy and protocol.

Suppliers will be required to submit this work electronically to the buyer directly onto the Design, Print and Related Services DPS ("DPS Portal") for approval before finalisation.

Suppliers must ensure they adhered to GDPR legislation when filming individuals or property by using the buying authority's consent form.

Suppliers must request the consent form from the buyer if it is not appended to an order for these services. All copyright of content created and filmed is to be assigned to the buying authority.

The Supplier must notify the buyer in advance of any chargeable travel expenses and such expenses can only be paid where agreement to do so is confirmed on an approved order sent to the supplier via the DPS Portal OR Camden official ordering system only.

#### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

### **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) Description**

### **II.2.1) Title**

Door-to-door Distribution

Lot No

11

### **II.2.2) Additional CPV code(s)**

- 64110000 - Postal services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category covers distribution of a residents' magazine and other brochures or printed materials, to local residents and businesses within a specified area or postcode(s). This category includes the delivery of either unaddressed items or addressed items.

Examples include (but not limited to):

- Door-to-door distribution – e.g., 98,000 residential addresses x 1 preprinted magazine
- Distribution to specific areas for housing - e.g., a pack containing multiple printed items (letter, brochure, translation sheets)

#### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

#### **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) Description**

### **II.2.1) Title**

Secure Printing - Electoral Services

Lot No

12

### **II.2.2) Additional CPV code(s)**

- 22450000 - Security-type printed matter

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

This category also covers Electoral and Electoral Registration printing in accordance with the Electoral Commissions guidelines and procedures, it may include postage.

The supplier must have a proven track record of delivery Election and Election Registration print.

Postal packs may have to be produced at printers within a specified distance of the buying authority's offices to facilitate their required Quality Assurance Testing.

The requirements of electoral print include (but are not restricted to):

- Postal vote mailings including outgoing envelope, ballot paper, postal vote statement, ballot paper envelope, return envelope, spares and samples.
- Polling Station Ballet Papers
- Large format ballot papers
- Election Annual Canvas

The contractor must ensure that all confidential and sensitive material to be stored within

a secure environment.

Additional security requirements, quality assurance (e.g., site visits), timing, and data protection requirements and winning supplier selection criteria may be specified by the buying authority for work falling within this Lot.

#### **II.2.5) Award criteria**

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

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

Start date

28 January 2023

End date

28 January 2029

This contract is subject to renewal

Yes

Description of renewals

The contract will be renewed on expiry.

#### **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



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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

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

Date

21 January 2029

Local time

5:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

22 January 2029

Local time

12:00am

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom