

United Kingdom-Belfast: Advertising and marketing services
OJ S 10/2017 14/01/2017
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Keep Northern Ireland Beautiful
Postal address: Bridge House, 2 Paulett Avenue
Town: Belfast
Postal code: BT5 4HD
Country: United Kingdom
For the attention of: Geoff Nuttall
E-mail: geoff.nuttall@keepnorthernirelandbeautiful.org
Telephone: +44 2890736920

Internet address(es):

General address of the contracting authority: www.keepnorthernirelandbeautiful.org

I.2. Type of the contracting authority

Other: environmental charity

I.3. Main activity

Environment

I.4. Contract award on behalf of other contracting authorities

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

The development and delivery of an Integrated Communications Plan for the Live Here Love Here Campaign.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
Main site or place of performance: Northern Ireland, UK.
NUTS code UKN Northern Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

Keep Northern Ireland Beautiful, an Environmental Charity, wishes to appoint an agency to develop and deliver an Integrated Communications Plan for the Live Here Love campaign aimed at changing people's attitudes and behaviour towards their local environment. The communications plan will be implemented across Northern Ireland and involve a mix of media,

marketing and advertising activity. The successful agency will be expected to deliver the first phase of the plan from April 2017 to March 2018.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 302 040 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Management arrangements for delivering contract. Weighting 10
2. Environmental/Sustainability considerations. Weighting 5
3. Proposed plan for delivery (inc. media channels, materials, timeline). Weighting 20
4. Understanding of civic pride and how to promote it/behaviour change. Weighting 10
5. Previous relevant campaigns. Weighting 20
6. Equality & diversity considerations. Weighting 5
7. Pricing schedule. Weighting 30

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

2016-144767 (16-425298-001)

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2016/S 219-400112](#) of 12.11.2016

Section V: Award of contract

V.1. Date of conclusion of the contract

13.12.2016

V.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

V.3. Name and address of the contractor

Official name: Navigator Blue

Postal address: The Baths 18 Ormeau Avenue Belfast

Town: Belfast

Postal code: BT2 8HS

Country: United Kingdom

E-mail: b.scott@navigatorblue.com

Telephone: +44 2890246722

Internet address: www.navigatorblue.com

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 300 000 GBP

excluding VAT

Total value of the procurement:

Value: 302 040 GBP

excluding VAT

V.5. Information about subcontracting**Section VI: Complementary information**

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

12.1.2017