

UK-Belfast: marketing services
OJ S 19/2012 28/01/2012
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Northern Ireland Tourist Board
Postal address: St Anne's Court, 59 North Street
Town: Belfast
Postal code: BT1 1NB
Country: United Kingdom
For the attention of: Theresa Conway
E-mail: theresa.conway@dfpni.gov.uk

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

General public services

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

The contracting authority is purchasing on behalf of other contracting authorities: yes

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Provision of marketing services for Northern Ireland tourist board.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Northern Ireland.

NUTS code UK United Kingdom

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

The notice involves a public contract

II.1.4. Information about framework agreement

Framework agreement with a single operator

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

NITB wishes to appoint a design agency to design and produce the full mix of marketing and promotional services to enable NITB to:

- Raise the profile of tourism,
- Enhance the profile of NITB,
- Promote key consumer messages,
- Promote key corporate messages,
- Maintain and enhance NITB's corporate identity and image,
- Improve understanding of NITB's role and remit among key audiences,
- Raise awareness of NITB's range of products and services, industry development programme, tourism knowledge.

II.1.6. CPV code(s)

79342000 Marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1. Conditions related 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 governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

No special form is required but one member of the consortium may be required to accept prime contractor responsibility for the other member(s), and a consortium will be required to form a legal entity with appropriate parent company guarantees.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

Project_7937

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 6.3.2012 - 15:00

IV.3.4. Time limit for receipt of tenders or requests to participate

6.3.2012 - 15:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

Suppliers instructions How to Express Interest in this tender:

1. Register your company on the eSourcing portal (this is only required once):

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1. Register your company on the eSourcing portal (this is only required once): <https://e-sourcingni.bravosolution.co.uk> and click the link to register,
 - 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 -mail 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 'PQQs / ITTs Open To All Suppliers' link. (These are pre-qualification questionnaires or invitations to tender open to any registered supplier),
 - Click on the relevant PQQ/ ITT to access the content,
 - Click the 'Express Interest' button at the top of the page,
 - This will move the PQQ /ITT into your 'My PQQs/ My ITTs' page. (This is a secure area reserved for your projects only),
 - You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ ITT Details' box.
3. Responding to the tender:
 - Click 'My Response' under 'PQQ/ ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining),
 - 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/ ITT,
 - There may be a mixture of online & offline actions for you to perform (there is detailed online help available). You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance please consult the online help, or contact the eTendering help desk.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Clare House
Postal address: 303 Airport Road West
Town: Belfast
Postal code: BT3 9ED
Country: United Kingdom

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: CPD will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2006 (SI 2006 No 5)/ Utilities Contracts Regulations (SI 2005 No 6) 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).

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Clare House

Postal address: 303 Airport Road West

Town: Belfast

Postal code: BT3 9ED

Country: United Kingdom

VI.5. Date of dispatch of this notice

25.1.2012