

UK-Belfast: Advertising services

OJ S 43/2013 01/03/2013

Contract notice

Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Department of the Environment

Postal address: Clarence Court, 10-18 Adelaide Street

Town: Belfast

Postal code: BT2 8GB

Country: United Kingdom

For the attention of: Louise Thompson

E-mail: [louise.thompson@dfpni.gov.uk](mailto:louise.thompson@dfpni.gov.uk)

Telephone: +44 2890816519

#### Internet address(es):

General address of the contracting authority: <http://www.dfpni.gov.uk/cpd>

#### 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: no

## Section II: Object of the contract

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### II.1. Description

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

DOE Road Safety Appointment of an Advertising Agency

#### 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

NUTS code UKN Northern Ireland

#### 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**

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

The Department of the Environment for Northern Ireland (DOENI) wishes to appoint an advertising agency to deliver campaign advertising and related services.

One of the key objectives for the Department of the Environment for Northern Ireland is to reduce deaths and injuries on the roads. This is a vital component of its overall sustainable development effort.

DOENI addresses road safety issues in partnership with a wide range of other bodies including the Department's Agency the Driver & Vehicle Agency (DVA), the Police Service of Northern Ireland (PSNI), the Department for Regional Development, the Department of Education, the Northern Ireland Fire and Rescue Service, and the Northern Ireland Ambulance Service.

The appointed Contractor must be capable of managing a contract of this scale, not only in terms of duration and value but also in terms of its strategic importance to the Department and NI Executive, the range of complex issues to be addressed and the scrutiny and accountability that comes with such a high profile contract.

#### **II.1.6. CPV code(s)**

79341000 Advertising services

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

The procurement is covered by the Government Procurement Agreement: yes

#### **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**

See Section II.1.5

#### **II.2.2. Information about options**

Options: yes

Description of options: Initial period of 2 years with option to extend by a maximum of 24 months

#### **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**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

None required

#### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Payments will be made in accordance with the terms and conditions to be set out in the contract documentation

**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 a 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**

List and brief description of conditions: As stated in the Pre-Qualification Questionnaire Introduction and Background Document

**III.2.2. Economic and financial ability**

List and brief description of conditions: As stated in the Pre-Qualification Questionnaire Introduction and Background Document

Minimum level(s) of standards possibly required: As stated in the Pre-Qualification Questionnaire Introduction and Background Document

**III.2.3. Technical and professional ability**

List and brief description of conditions:

As stated in the Pre-Qualification Questionnaire Introduction and Background Document

Minimum level(s) of standards possibly required:

As stated in the Pre-Qualification Questionnaire Introduction and Background Document

**III.2.4. Information about reserved contracts**

**III.3. Conditions specific to services contracts**

**III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

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

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Restricted

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

Envisaged number of candidates: 5

**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\_11039

##### **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: 18.3.2013 - 15:00  
Payable documents: no

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

27.3.2013 - 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**

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

##### **VI.2. Information about European Union funds**

##### **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): Suppliers Instructions How to Express Interest in this Tender~: 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 email 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**

##### **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) 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**

##### **VI.5. Date of dispatch of this notice**

25.2.2013