

UK-Lisburn: advertising and marketing services

OJ S 60/2012 27/03/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Lisburn City Council

Postal address: Island Civic Centre, The Island

Town: Lisburn

Postal code: BT27 4RL

Country: United Kingdom

Contact person: Paddy McKibben

For the attention of: Mr Patrick McKibben

E-mail: patrick.mckibbin@lisburn.gov.uk

Telephone: +44 2892509384

Internet address(es):

General address of the contracting authority: <http://www.lisburncity.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: Official name: Lisburn City Council

Postal address: Lagan Valley Island

Town: Lisburn

Postal code: BT27 4RL

Country: United Kingdom

Contact person: Patrick McKibben

E-mail: patrick.mckibbon@lisburn.gov.uk

Telephone: +44 2892509384

Internet address: <https://e-sourcingni.bravosolution.co.uk/web/login.shtml>

I.2. Type of the contracting authority

Regional or local authority

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

II.1. Description

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

Tender for the provision of an integrated marketing campaign to promote the City of Lisburn.

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: Lisburn City Council area.

NUTS code UKN02 Outer Belfast

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)

Lisburn City Council seeks suitably qualified organisations, to deliver an integrated marketing campaign for the City of Lisburn initially for a period of 12 months starting November 2012, with the option to extend for two further periods of 12 months each to facilitate potential further phases of the integrated marketing campaign to a maximum of 3 years (Nov. 2012 – October 2015). This 12-month campaign has a maximum budget of 150 000 GBP and should promote the City of Lisburn as a visitor and shopping destination to Northern Ireland and Republic of Ireland markets.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 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

The contract is initially for a period of 12 months starting November 2012, with the option to extend for 2 further periods of 12 months each to facilitate potential further phases of the integrated marketing campaign to a maximum of 3 years (Nov. 2012 – October 2015).

Estimated value excluding VAT: 450 000,00 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

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

Duration in months: 36 (from the award of the contract)

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

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

List and brief description of conditions:

As per evaluation criteria.

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

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

ECONDEV/6/65/2012

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2009/S 237-339257](#) of 9.12.2009

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

Payable documents: no

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

4.5.2012 - 12:00

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

Duration in days: 90 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Place:

Tenders will be opened in Lagan Valley Island, Lisburn by the assistant director of economic development.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: The assistant director of economic development overseen by the Council Procurement Officer.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: 3 years.

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 e-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 'ITTs Open To All Suppliers' link (these are invitations to tender open to any registered supplier),
- Click on the relevant ITT to access the content,
- Click the 'Express Interest' button at the top of the page,
- This will move the ITT into your 'My My PQQ's/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.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Lisburn City Council
Postal address: Lagan Valley Island The Island
Town: Lisburn
Postal code: BT27 4RL
Country: United Kingdom
Telephone: +44 2892509200

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: Lisburn City Council 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

VI.5. Date of dispatch of this notice

22.3.2012