

**United Kingdom-Lisburn: Marketing services**  
**OJ S 57/2021 23/03/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Lisburn and Castlereagh Council  
Postal address: Lagan Valley Island  
Town: Lisburn  
NUTS code: UK United Kingdom  
Postal code: BT27 4RL  
Country: United Kingdom  
E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Lisburn and Castlereagh City Council  
Postal address: Island Civic Centre Lagan Valley Island The Island  
Town: Lisburn  
NUTS code: UK United Kingdom  
Postal code: BT27 4RL  
Country: United Kingdom  
E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Antrim and Newtownabbey Borough Council  
Postal address: Antrim Civic Centre 50 Stiles Way  
Town: Antrim  
NUTS code: UK United Kingdom  
Postal code: BT41 2UB  
Country: United Kingdom  
E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Ards and North Down Borough Council  
Postal address: Town Hall, The Castle  
Town: Bangor

NUTS code: UK United Kingdom  
Postal code: BT20 4BT  
Country: United Kingdom  
E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Armagh City Banbridge and Craigavon Borough Council  
Postal address: Craigavon Civic and Conference Centre PO Box 66 Lakeview Road  
Town: Craigavon  
NUTS code: UK United Kingdom  
Postal code: BT64 1AL  
Country: United Kingdom  
E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Belfast City Council  
Postal address: Belfast City hall  
Town: Belfast  
NUTS code: UK United Kingdom  
Postal code: BT1 5GS  
Country: United Kingdom  
E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Causeway Coast and Glens Borough Council  
Postal address: Civic Headquarters Cloonavin 66 Portstewart Road  
Town: Coleraine  
NUTS code: UK United Kingdom  
Postal code: BT52 1EY  
Country: United Kingdom  
E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Derry City and Strabane District Council  
Postal address: Council Offices, 98 Strand Road  
Town: Derry  
NUTS code: UK United Kingdom  
Postal code: BT48 7NN  
Country: United Kingdom

E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

**Internet address(es):**

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Fermanagh and Omagh District Council

Postal address: The Townhall 2 Townhall Street

Town: Enniskillen

NUTS code: UK United Kingdom

Postal code: BT74 7BA

Country: United Kingdom

E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

**Internet address(es):**

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Mid and East Antrim Borough Council

Postal address: The Braid 1-29 Bridge Street

Town: Ballymena

NUTS code: UK United Kingdom

Postal code: BT43 5EJ

Country: United Kingdom

E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

**Internet address(es):**

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Newry Mourne and Down District Council

Postal address: District Council Offices O'Hagan House Monaghan Row

Town: Newry

NUTS code: UK United Kingdom

Postal code: BT35 8DJ

Country: United Kingdom

E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

**Internet address(es):**

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.1. Name and addresses**

Official name: Mid Ulster District Council

Postal address: Dungannon Office Circular Road

Town: Dungannon

NUTS code: UK United Kingdom

Postal code: BT71 6DT

Country: United Kingdom

E-mail: [SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

**Internet address(es):**

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

**I.2. Information about joint procurement**

The contract involves joint procurement

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

Body governed by public law

**I.5. Main activity**

General public services

**Section II: Object**

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

**II.1.1. Title**

ID 3170481 DfE — Marketing and Communications Services for the Go For It Programme  
Reference number: 3170481

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The 11 Northern Ireland Councils wish to appoint a contractor to provide marketing and communications services for the Go For It programme. The contractor will be responsible for devising and delivering a comprehensive marketing and communications plan for 2 years.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 680 000,00 GBP

**II.2. Description**

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

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79416200 Public relations consultancy services

**II.2.3. Place of performance**

NUTS code: UKN Northern Ireland

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

The 11 Northern Ireland Councils wish to appoint a contractor to provide marketing and communications services for the Go For It programme. The contractor will be responsible for devising and delivering a comprehensive marketing and communications plan for 2 years.

**II.2.5. Award criteria**

Quality criterion - Name: AC1 Strategic solution / Weighting: 15.2

Quality criterion - Name: AC2 Media strategy, rationale and media plan / Weighting: 15.2

Quality criterion - Name: AC3 Key personnel experience / Weighting: 15.2

Quality criterion - Name: AC4 Proposals for research and evaluation / Weighting: 9.6

Quality criterion - Name: AC5 Business continuity / Weighting: 9.6

Quality criterion - Name: AC6 Creative proposal / Weighting: 15.2

Cost criterion - Name: AC7 Average hourly rate / Weighting: 20

#### **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:

yes

Identification of the project: Council has successfully sought ERDF funding. This has been agreed via InvestNI to run from 1 March 2021 through to 31 March 2023.

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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

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

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 242-600277](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** 1

**Title:**

Contract

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

15/03/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Anderson Spratt Group Ltd

Postal address: Anderson House

Town: Belfast

NUTS code: UK United Kingdom

Postal code: BT4 2GU

Country: United Kingdom

E-mail: [dbrennan@asgireland.com](mailto:dbrennan@asgireland.com)

Telephone: +44 2890802020

Internet address: <https://etendersni.gov.uk/epps>

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 680 000,00 GBP

Total value of the contract/lot: 680 000,00 GBP

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The UK does not have any special review body with responsibility for appeal /mediation procedures in public procurement competitions. Any challenges are dealt with by the High Court Commercial Division to which proceedings may be issued regarding alleged breaches of the Public Contracts Regulations.

Town: Belfast

Country: United Kingdom

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

18/03/2021