

**United Kingdom-Belfast: Evaluation consultancy services**  
**OJ S 120/2014 26/06/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**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: Wallace Boyd  
E-mail: [wallace.boyd@dfpni.gov.uk](mailto:wallace.boyd@dfpni.gov.uk)  
Telephone: +44 2890816822

**Internet address(es):**

Electronic access to information: [www.e-sourcingni.bravosolution.co.uk](http://www.e-sourcingni.bravosolution.co.uk)  
Electronic submission of tenders and requests to participate: [www.e-sourcingni.bravosolution.co.uk](http://www.e-sourcingni.bravosolution.co.uk)

**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**

NITB - Evaluation of Northern Ireland Tourist Board Advertising Campaigns 2014-17.

**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 and Republic of Ireland  
NUTS code UKN Northern Ireland

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

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

NITB requires a Service Provider to evaluate advertising campaigns providing an independent assessment to which the 2014/15, 2015/16 and 2016/17 campaigns have met their objectives. The overall objectives of the campaigns are to increase awareness of NI as a tourist destination, change perceptions of Northern Ireland as a holiday destination, increase

visitation to related websites, increase interest/intention to visit, increase the number of people visiting Northern Ireland (for overnight or day trips) and the associated revenue.

**II.1.5. CPV code(s)**

79419000 Evaluation consultancy services, 79311200 Survey conduction services

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

The procurement is covered by the Government Procurement Agreement: yes

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

Value: 265 960 GBP  
excluding VAT

**Section IV: Procedure**

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**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. Price. Weighting 40  
2. Quality. Weighting 60

**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**

Project\_16804

**IV.3.2. Previous publication concerning this procedure**

**Contract notice**

Notice number in the OJ S: [2014/S 86-151008](#) of 3.5.2014

**Section V: Award of contract**

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**V.1. Date of conclusion of the contract**

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Millward Brown Ulster  
Postal address: Aisling House, 50 Stranmillis Embankment  
Town: Belfast  
Postal code: BT9 5FL  
Country: United Kingdom

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

Initial estimated total value of the contract/lot:  
Value: 271 381 GBP  
excluding VAT  
Total value of the procurement:  
Value: 265 960 GBP  
excluding VAT

#### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

### **Section VI: Complementary information**

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#### **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**

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. The successful contractor's performance on the contract will be regularly monitored. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and they may be issued with a Certificate of Unsatisfactory Performance and the contract may be terminated. The issue of a Certificate of Unsatisfactory Performance will result in the contractor being excluded from all procurement competitions being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy for a period of twelve

months from the date of issue of the certificate. Further details on contract management can be found at [http://www.dfpni.gov.uk/pgn\\_0112.pdf](http://www.dfpni.gov.uk/pgn_0112.pdf)

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

Official name: Central Procurement Directorate

Postal address: 303 Airport Road West

Town: Belfast

Postal code: BT3 9ED

Internet address: [www.cpdni.gov.uk](http://www.cpdni.gov.uk)

#### **Body responsible for mediation procedures**

Official name: Central Procurement Directorate

Postal address: 303 Airport Road West

Town: Belfast

Postal code: BT3 9ED

Country: United Kingdom

#### **VI.3.2. 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.3.3. Service from which information about the review procedure may be obtained**

#### **VI.4. Date of dispatch of this notice**

23.6.2014