

**United Kingdom-Newry: Advertising and marketing services**  
**OJ S 132/2016 12/07/2016**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: InterTradelreland  
Postal address: Old Gasworks Business Park, Kilmorey Street  
Town: Newry  
NUTS code: UK United Kingdom  
Postal code: BT34 2DE  
Country: United Kingdom  
E-mail: [jacqueline.purdy@finance-ni.gov.uk](mailto:jacqueline.purdy@finance-ni.gov.uk)  
**Internet address(es):**  
Main address: <https://etendersni.gov.uk/epps>  
Address of the buyer profile: <https://etendersni.gov.uk/epps>

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**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

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**Section II: Object**

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

**II.1.1. Title**

InterTradelreland — Tender for Provision of Creative Design, Marketing, Advertising, Print and Related Services.

Reference number: 306730

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Tender for Provision of Creative Design, Marketing, Advertising, Print and Related Services.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 200 000,00 GBP

**II.2. Description**

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

79810000 Printing services, 79822500 Graphic design services

**II.2.3. Place of performance**

NUTS code: UKN Northern Ireland

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

Tender for Provision of Creative Design, Marketing, Advertising, Print and Related Services.

**II.2.5. Award criteria**

Quality criterion - Name: Proposed methodology / Weighting: 20

Quality criterion - Name: Creative — Application of InterTradeIreland brand guidelines /  
Weighting: 20

Quality criterion - Name: Media strategy / Weighting: 20

Cost criterion - Name: Cost / Weighting: 40

**II.2.11. Information about options**

Options: yes

Description of options:

It is anticipated that this Contract will commence on 1.8.2016 for a duration of 1 year with the option to extend for 2 further periods of 12 months.

**II.2.13. Information about European Union funds**

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

**II.2.14. Additional information**

The value of this contract is an indicative figure and therefore, neither CPD nor the Authority can provide any guarantee as to the level of business under this contract.

**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: [2016/S 079-140458](#)

##### **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

A contract/lot is awarded: yes

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

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

05/07/2016

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

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

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

Official name: Ardmore Advertising Marketing Ltd

Postal address: Ardmore House

Town: Hollywood

NUTS code: UK United Kingdom

Postal code: BT18 9JQ

Country: United Kingdom

E-mail: [trevor.craig@ardmore.co.uk](mailto:trevor.craig@ardmore.co.uk)

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

The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 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 such bodies with responsibility for appeal/mediation procedures

Town: Not Applicable

Country: United Kingdom

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

08/07/2016