

United Kingdom-Belfast: Advertising services
OJ S 159/2013 17/08/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

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
Telephone: +44 2890816519

Internet address(es):

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

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

II.1. Description

II.1.1. Title

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 (DPS)

II.1.4. 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 and 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.1.5. CPV code(s)

79341000 Advertising 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

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Price. Weighting 15
2. Quality. Weighting 85

IV.2.2. Information about electronic auction

An electronic auction has been used: yes

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

Section V: Award of contract

Contract No: 11039

Lot title: DOE Roads Safety Appointment of an Advertising Campaign.

V.1. Date of conclusion of the contract

29.7.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Lyle Bailie International Ltd

Postal address: 31 Bruce Street

Town: Belfast
Postal code: BT2 7JD

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

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

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): <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 and 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.3. Procedures for review

VI.3.1. Review body

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

13.8.2013