

United Kingdom-Belfast: Advertising and marketing services

OJ S 162/2015 22/08/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism NI

Postal address: St Anne's Court 59 North Street Belfast

Town: Belfast

Postal code: BT1 1NB

Country: United Kingdom

Contact person: louise.thompson@dfpni.gov.uk

Internet address(es):Address of the buyer profile: <https://etendersni.gov.uk/epps>Electronic access to information: <https://etendersni.gov.uk/epps>Electronic submission of tenders and requests to participate: <https://etendersni.gov.uk/epps>**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: the abovementioned address**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 attributed to the contract by the contracting authority**

Tourism NI Appointment of an Advertising and Design 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 UKN0 Northern Ireland

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)

Tourism Northern Ireland (TNI) wishes to appoint a Contractor to devise and implement the following types of marketing communications activity in the Northern Ireland and Republic of Ireland markets;

1. Campaign related above and below the line advertising — media planning and buying, advertising, production, print, promotions, tactical activity, event promotions and strategic alliances (this list is not exhaustive)
2. Digital marketing to include SEO, PPC, and digital campaigns
3. Design and print of a wide variety of collateral and promotional material TNI currently have a Marketing Services Design Contract in place. That service will automatically transfer to this contract from the 26.3.2016. 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 strategic importance to TNI, the range of issues to be addressed and the accountability that comes with a contract of this nature. All budgets are subject to ministerial approval. No guarantee is given to the level and value of the work to be placed throughout the lifetime of the contract awarded. All aspects are subject to the availability of funds and to the continuing assessment of business need.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79342200 Promotional services, 79342000 Marketing 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

See Section II.1.5.

Estimated value excluding VAT: 14 000 000 GBP

II.2.2. Information about options

Options: yes

Description of options: Initial period of 2 years with option to extend for 2 further periods of 1 year each.

II.2.3. Information about renewals

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

Duration in months: 48 (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

None required.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Payments will be made in accordance with the terms and conditions to be set out in the contract documentation.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

No special form is required but one member of a consortium may be required to accept prime contractor responsibility for the other member(s), and a consortium will be required to form a legal entity with appropriate parent company guarantees,

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: The successful Contractor's performance on this Contract will be managed as per specification and 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 Central Procurement Directorate 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 this 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.

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

Minimum level(s) of standards possibly required:

In order to pass the Selection Stage, Tenderers must demonstrate through the use of example (s) of project(s) carried out within the last 3 years that their company has the necessary experience of delivery of Advertising and Design as described in Schedule 1 — Specification Schedule. Maximum of 3 examples.

Details of the methodology for managing the delivery of the contract(s) including what systems and processes were/ are in place and how sub-contractors were managed (if applicable).

Examples should include work which demonstrates tenderers' ability to address the brief, are within budget, produce results and have been managed effectively.

Examples of project(s) submitted must be full bursts of campaigns which have been evaluated.

This must include;

- Name of the contract awarded and contract reference,
- Customer name and address,

- Date awarded,
 - Brief description of the scope of the contract and services required.
- Examples should clearly outline experience in the following core competencies:
- Strategic Direction and Strategic Planning;
 - Media Direction;
 - Creative Direction; and
 - Account Direction.

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

33322

IV.3.2. Previous publication concerning this procedure

no

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

Time limit for receipt of requests for documents or for accessing documents: 18.9.2015 - 15:00

Payable documents: no

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

18.9.2015 - 15:00

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
Date: 18.9.2015

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: CPD will comply with the Public Contracts Regulations 2015 and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

19.8.2015