

**United Kingdom-London: Radio, television, communication, telecommunication and related equipment****OJ S 155/2017 16/08/2017****Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: The Electoral Commission

Postal address: 3 Bunhill Row

Town: London

NUTS code: UKI43 Haringey and Islington

Postal code: EC1Y 8YZ

Country: United Kingdom

Contact person: Kwabena Acheampong

E-mail: [KAcheampong@electoralcommission.org.uk](mailto:KAcheampong@electoralcommission.org.uk)

Telephone: +44 2710634

Fax: +44 2710505

**Internet address(es):**Main address: <https://www.electoralcommission.org.uk/information-for-suppliers/new-invitations-to-tender>Address of the buyer profile: <https://www.electoralcommission.org.uk/information-for-suppliers/new-invitations-to-tender>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.electoralcommission.org.uk/information-for-suppliers/new-invitations-to-tender>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.electoralcommission.org.uk/information-for-suppliers/new-invitations-to-tender>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

**Section II: Object**

---

**II.1. Scope of the procurement****II.1.1. Title**

**II.1.2. Main CPV code**

32000000 Radio, television, communication, telecommunication and related equipment

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Electoral Commission requires an agency to plan and deliver a multi-campaign strategy (communications planning and media buying) to drive voter registration across a range of electoral events in Northern Ireland. The contract will be for 3 years, with the option to extend for up to 3 additional years (3+1+1+1) subject to yearly status reviews. The contract will start on 9.1.2018 and (if renewed in full) will be until 8 January 2024. The total maximum value of the contract is 750 000 GBP (incl. VAT at 20 % and fees). This value is indicative only. The successful agency must have and demonstrate knowledge and awareness of the political environment and the media market in Northern Ireland. Our overall objective is to increase the number of eligible people registered to vote for each electoral event. We are looking in particular for an agency to demonstrate value for money, specialist knowledge of Northern Ireland media, innovation, effective client and business operations.

**II.1.5. Estimated total value**

Value excluding VAT: 625 000,00 GBP

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.3. Place of performance**

NUTS code: UKN0 Northern Ireland

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

The Electoral Commission requires an agency to plan and deliver a multi-campaign strategy (communications planning and media buying) to drive voter registration across a range of electoral events in Northern Ireland. The contract will be for 3 years, with the option to extend for up to 3 additional years (3+1+1+1) subject to yearly status reviews. The contract will start on 9.1.2018 and (if renewed in full) will be until 8.1.2024. The total maximum value of the contract is 750 000 GBP (incl. VAT at 20 % and fees). This value is indicative only. The successful agency must have and demonstrate knowledge and awareness of the political environment and the media market in Northern Ireland. Our overall objective is to increase the number of eligible people registered to vote for each electoral event. We are looking in particular for an agency to demonstrate value for money, specialist knowledge of Northern Ireland media, innovation, effective client and business operations, audiences and unique requirements. Following this pre-selection questionnaire stage, successful agencies will be invited to submit written proposals which will be evaluated, and shortlisted agencies will be invited to give pitch presentations in Belfast.

Planned electoral events in Northern Ireland until May 2023 currently include: May 2019 Local government elections; June 2019 European Parliamentary election (we will continue to plan for this election until we are notified that this election will not take place); May 2022 Northern Ireland Assembly election and UK Parliamentary general election; May 2023 Local government elections. Unscheduled electoral events and referendums which take place within

the duration of this contract fall within its scope of work, for example a snap UK Parliamentary general election(s); a snap Northern Ireland Assembly election(s).

The procurement procedure will be restricted and will be implemented in two stages, Issuing of a pre selection questionnaire followed by a shortlist and issue of the Invitation to tender documents.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 625 000,00 GBP

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 72

This contract is subject to renewal: yes

Description of renewals:

The initial contract term will be for 3 years with the option to extend a further 3 periods of 12 months, with a review annually.

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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: no

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

### **Section III: Legal, economic, financial and technical information**

---

#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

The Electoral Commission relies on the contract performance to be directly in line with the requirements as detailed in the scope of work.

### **Section IV: Procedure**

---

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

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

Restricted 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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 05/10/2017 Local time: 15:00

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 13/10/2017

**IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

**Section VI: Complementary information**

---

**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The Electoral Commission

Postal address: 3 Bunhill Row

Town: London

Postal code: EC1Y 8YZ

Country: United Kingdom

E-mail: [KAcheampong@electoralcommission.org.uk](mailto:KAcheampong@electoralcommission.org.uk)

Telephone: +44 72710634

Fax: +44 72710505

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

11/08/2017