

United Kingdom-Newry: Advertising and marketing services

OJ S 119/2022 22/06/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: InterTradelreland

Postal address: Old Gasworks Business Park, Kilmorey St

Town: Newry

NUTS code: UKN Northern Ireland

Postal code: BT34 2DE

Country: United Kingdom

E-mail: ssdadmin.cpd@finance-ni.gov.uk**Internet address(es):**Main address: <https://etendersni.gov.uk/epps>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etendersni.gov.uk/epps>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etendersni.gov.uk/epps>

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

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

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

ID 4008314 InterTradelreland Provision of Brand and Digital Strategy, Creative Design, Advertising and Related Services

Reference number: ID 4008314

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

InterTradelreland wishes to appoint a Contractor to provide the following services: Brand and Digital Strategy, Creative Design, Advertising and Related Services, for its corporate and programme communications. The Contractor will be required to provide a comprehensive suite of services including brand management and creative strategy, digital and social media strategy, advertising (traditional and digital), creative design and content creation, video production and copywriting.

II.1.5. Estimated total value

Value excluding VAT: 1 650 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: IE0 Ireland

NUTS code: UKN Northern Ireland

II.2.4. Description of the procurement

InterTradelreland wishes to appoint a Contractor to provide the following services: Brand and Digital Strategy, Creative Design, Advertising and Related Services, for its corporate and programme communications. The Contractor will be required to provide a comprehensive suite of services including brand management and creative strategy, digital and social media strategy, advertising (traditional and digital), creative design and content creation, video production and copywriting.

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: 1 650 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

The initial period of Contract will be for a period of up to 12 months with options to extend for two further periods of 12 months each, subject to business demand and available budget.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

The initial period of Contract will be for a period of up to 12 months with options to extend for two further periods of 12 months each, subject to business demand and available budget.

II.2.13.

Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: EU Co-Innovate Programme

II.2.14. Additional information

The figure in II.2.6 is the maximum estimated contract value for the initial period and optional extension periods.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

List and brief description of selection criteria:

As per Tender documentation

III.1.3. Technical and professional ability

List and brief description of selection criteria:

As per Tender documentation

Section IV: Procedure

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

Date: 19/07/2022 Local time: 15:00

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

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

Tender must be valid until: 17/10/2022

IV.2.7. Conditions for opening of tenders

Date: 19/07/2022 Local time: 15:30

Information about authorised persons and opening procedure: Only CPD Procurement Staff with access to the project on eTendersNI

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

The successful contractor's performance on the contract will be regularly monitored in line with Schedule 3 of the specification.

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. . . The Authority expressly reserves the rights: . (I). not to award any contract as a result of the procurement process.

commenced by publication of this notice;. (II). to make whatever changes it may see fit to the content and structure of the tendering.

Competition;. (III). to award (a) contract(s) in respect of any part(s) of the [services] covered by this notice; and. (IV). to award contract(s) in.

stages. . . and in no circumstances will the Authority be liable for any costs incurred by candidates. This project will be used to progress.

the Government's wider social, economic and environmental objectives..

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. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amend

Town: Belfast

Country: United Kingdom

VI.4.3. 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 contract is

communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful

tenderers to challenge the award decision before the contract is entered into.

VI.5. Date of dispatch of this notice

17/06/2022