

United Kingdom-Belfast: Advertising and marketing services

OJ S 192/2014 07/10/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Keep Northern Ireland Beautiful

Postal address: Bridge House, 2 Paulett Avenue

Town: Belfast

Postal code: BT5 4HD

Country: United Kingdom

For the attention of: Katy Jenkins

E-mail: katy.jenkins@keepnorthernirelandbeautiful.org

Telephone: +44 2890736920

Internet address(es):

General address of the contracting authority: www.keepnorthernirelandbeautiful.org

Address of the buyer profile: <http://www.keepnorthernirelandbeautiful.org>

Electronic access to information: <http://www.keepnorthernirelandbeautiful.org/current-tender-opportunities.aspx>

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

Other: Environmental charity

I.3. Main activity

Environment

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

The development and delivery of the Live Here Love Here campaign.

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, UK.

NUTS code UKN Northern Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Keep Northern Ireland Beautiful, an environmental charity, wishes to appoint an agency to develop and deliver the Live Here Love Here campaign aimed at changing people's attitudes and behaviour towards their local environment. The campaign will operate across Northern Ireland and involve a mix of media, marketing and advertising activity. The successful agency will be expected to deliver the first phase of the campaign from January to March 2015. Full details and the relevant documentation can be found at: www.keepnorthernirelandbeautiful.org/current-tender-opportunities.aspx

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

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

Estimated total value is 285 000 GBP over 3 years.

Estimated value excluding VAT: 285 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Start 8.12.2014. Completion 31.3.2017

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

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

As detailed in the ITT.

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

As detailed in the ITT.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

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

List and brief description of conditions: All applicants must provide a copy of the organisation's most recently filed accounts.

III.2.3. Technical and professional ability

List and brief description of conditions:

As detailed within the ITT.

Minimum level(s) of standards possibly required:

As detailed within the ITT.

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

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

LHLHcam2014

IV.3.2. Previous publication concerning this procedure

no

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

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

17.11.2014 - 12:00

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
until: 31.3.2015

IV.3.8. Conditions for opening of tenders

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

The agency must develop and deliver Phase 1 of the Live Here Love Here campaign by the end of March 2015.

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

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

VI.5. Date of dispatch of this notice

2.10.2014