

United Kingdom-Lisburn: Marketing services
OJ S 192/2017 06/10/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Lisburn and Castlereagh Council
Postal address: Island Civic Centre, Lagan Valley Island, The Island
Town: Lisburn
NUTS code: UK United Kingdom
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk
Internet address(es):
Main address: <https://etendersni.gov.uk/epps>
Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Lisburn and Castlereagh City Council
Postal address: Island Civic Centre, Lagan Valley Island, The Island
Town: Lisburn
NUTS code: UK United Kingdom
Postal code: BT27 4RL
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk
Internet address(es):
Main address: <https://etendersni.gov.uk/epps>
Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Antrim and Newtownabbey Borough Council
Postal address: Antrim Civic Centre, 50 Stiles Way
Town: Antrim
NUTS code: UK United Kingdom
Postal code: BT41 2UB
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk
Internet address(es):
Main address: <https://etendersni.gov.uk/epps>
Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Ards and North Down Borough Council
Postal address: Town Hall, The Castle
Town: Bangor
NUTS code: UK United Kingdom

Postal code: BT20 4BT
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk
Internet address(es):
Main address: <https://etendersni.gov.uk/epps>
Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Armagh City Banbridge and Craigavon Borough Council
Postal address: Craigavon Civic and Conference Centre, PO Box 66, Lakeview Road
Town: Craigavon
NUTS code: UK United Kingdom
Postal code: BT64 1AL
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk
Internet address(es):
Main address: <https://etendersni.gov.uk/epps>
Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Belfast City Council
Postal address: City hall
Town: Belfast
NUTS code: UK United Kingdom
Postal code: BT1 5GS
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk
Internet address(es):
Main address: <https://etendersni.gov.uk/epps>
Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Causeway Coast and Glens Borough Council
Postal address: Civic Headquarters, Cloonavin, 66 Portstewart Road
Town: Coleraine
NUTS code: UK United Kingdom
Postal code: BT52 1EY
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk
Internet address(es):
Main address: <https://etendersni.gov.uk/epps>
Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Derry City and Strabane District Council
Postal address: Council Offices, 98 Strand Road
Town: Derry
NUTS code: UK United Kingdom
Postal code: BT48 7NN
Country: United Kingdom
E-mail: theresa.conway@finance-ni.gov.uk

Internet address(es):

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Fermanagh and Omagh District Council

Postal address: The Townhall, 2 Townhall Street

Town: Enniskillen

NUTS code: UK United Kingdom

Postal code: BT74 7BA

Country: United Kingdom

E-mail: theresa.conway@finance-ni.gov.uk

Internet address(es):

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Mid and East Antrim Borough Council

Postal address: The Braid, 1-29 Bridge Street

Town: Ballymena

NUTS code: UK United Kingdom

Postal code: BT43 5EJ

Country: United Kingdom

E-mail: theresa.conway@finance-ni.gov.uk

Internet address(es):

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Newry Mourne and Down District Council

Postal address: District Council Offices, O'Hagan House Monaghan Row

Town: Newry

NUTS code: UK United Kingdom

Postal code: BT35 8DJ

Country: United Kingdom

E-mail: theresa.conway@finance-ni.gov.uk

Internet address(es):

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.1. Name and addresses

Official name: Mid Ulster District Council

Postal address: Dungannon Office, Circular Road

Town: Dungannon

NUTS code: UK United Kingdom

Postal code: BT71 6DT

Country: United Kingdom

E-mail: theresa.conway@finance-ni.gov.uk

Internet address(es):

Main address: <https://etendersni.gov.uk/epps>

Address of the buyer profile: <https://etendersni.gov.uk/epps>

I.2. Information about joint procurement

The contract involves joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing and Communications Services for the Northern Ireland Business Startup Programme.

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Lisburn and Castlereagh City Council (LCCC) is acting on behalf of the 11 Northern Ireland Councils to appoint a suitable contractor to deliver and manage the full mix of marketing and communication services for the Northern Ireland Business Start-Up Programme (NIBSUP). The value of this contract over the maximum contract term of 3.5 years has been set at 1 500 000 GBP exclusive of VAT. This will include the full range of advertising services including media placement, media production and any promotional support services directly linked to campaign advertising.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 500 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: UKN Northern Ireland

II.2.4. Description of the procurement

Lisburn and Castlereagh City Council (LCCC) is acting on behalf of the 11 Northern Ireland Councils to appoint a suitable contractor to deliver and manage the full mix of marketing and communication services for the Northern Ireland Business Start-Up Programme (NIBSUP). The value of this contract over the maximum contract term of 3.5 years has been set at 1 500 000 GBP exclusive of VAT. This will include the full range of advertising services including

media placement, media production and any promotional support services directly linked to campaign advertising.

II.2.5. Award criteria

Quality criterion - Name: Personnel Experience / Weighting: 33

Quality criterion - Name: Proposed Approach / Weighting: 9

Quality criterion - Name: Marketing and Communication Methodology / Weighting: 9

Quality criterion - Name: Quality Assurance / Weighting: 9

Cost criterion - Name: Cost / Weighting: 40

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:
yes

Identification of the project:

II.2.14. Additional information

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.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/09/2017

V.2.2. Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Anderson Spratt Group Ltd

Postal address: Anderson House

Town: Belfast

NUTS code: UK United Kingdom

Postal code: BT4 2GU

Country: United Kingdom

E-mail: dbrennan@asgireland.com

Internet address: <https://etendersni.gov.uk/epps>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 500 000,00 GBP

Total value of the contract/lot: 1 500 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

Town: UK

Country: United Kingdom

VI.5. Date of dispatch of this notice

03/10/2017