

United Kingdom-Belfast: Radio, television, communication, telecommunication and related equipment

OJ S 211/2019 31/10/2019

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Keep Northern Ireland Beautiful

Town: Belfast

NUTS code: UKN0 Northern Ireland

Postal code: BT5 4HD

Country: United Kingdom

Contact person: Jodie McAneaney

E-mail: jodie.mcaneaney@keepnorthernirelandbeautiful.org**Internet address(es):**Main address: <https://www.keepnorthernirelandbeautiful.org>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.keepnorthernirelandbeautiful.org/cgi-bin/generic?instanceID=61>

Additional information can be obtained from the abovementioned address

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

I.4. Type of the contracting authority

Other type: NGO

I.5. Main activity

Environment

Section II: Object

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

United Kingdom-Belfast: Advertising and Marketing Services

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

This is an invitation to provide a tender for the development and delivery of an integrated communications plan for:

(i) the live here love here campaign; and

(ii) the tackling plastic NI campaign.

You have the opportunity to tender for the provision of one or both of the campaigns.

The successful bidder for the live here love here campaign and/or the tackling plastic NI campaign will be expected to deliver the first phase of the communications plan between April 2020 and March 2021.

II.1.5. Estimated total value

Value excluding VAT: 126 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2
The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

The development and delivery of an integrated communications plan for:

(i) the live here love here campaign; and

(ii) the tackling plastic NI campaign.

You have the opportunity to tender for the provision of one or both of the campaigns.

II.2. Description

II.2.1. Title

The development and Delivery of an Integrated Communications Plan for the Live Here Love Here Campaign

Lot No: 1

II.2.2. Additional CPV code(s)

32000000 Radio, television, communication, telecommunication and related equipment

II.2.3. Place of performance

NUTS code: UKN0 Northern Ireland

Main site or place of performance: Tenderer will liaise with Keep Northern Ireland Beautiful based in Belfast to deliver media plan NI wide.

II.2.4. Description of the procurement

The successful tenderer will develop and implement an integrated, multimedia, multi message, communications plan targeting a range of audiences, with specific stakeholders receiving targeted messages on Live Here Love Here. The plan should be innovative, creative and applicants should be bold in their approach.

The successful bidder for the live here love here campaign will be expected to deliver the first phase of the communications plan between April 2020 and March 2021. All information can be found on the Keep Northern Ireland Beautiful website.

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: 101 000,00 GBP

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

Start: 01/04/2020 End: 31/03/2023

This contract is subject to renewal: no

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**II.2. Description****II.2.1. Title**

Provide a Tender for the Development and Delivery of an Integrated Communications Plan for the Tackling Plastic NI Campaign

Lot No: 2

II.2.2. Additional CPV code(s)

32000000 Radio, television, communication, telecommunication and related equipment

II.2.3. Place of performance

NUTS code: UKN0 Northern Ireland

II.2.4. Description of the procurement

The successful tenderer will develop and implement an integrated, multimedia, multi message, communications plan targeting a range of audiences, with specific stakeholders receiving targeted messages. The plan should be innovative, creative and applicants should be bold in their approach.

The successful bidder for the Tackling Plastic NI Campaign will be expected to deliver the first phase of the communications plan between April 2020 and March 2021. All information can be found on www.keepnorthernirelandbeautiful.org

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: 25 000,00 GBP

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

Start: 01/04/2020 End: 31/03/2023

This contract is subject to renewal: no

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

II.2. Description

II.2.1. Title

Provide a Tender for the Development and Delivery of an Integrated Communications Plan for (i) The Live Here Love Here Campaign and ii) The Tackling Plastic NI Campaign
Lot No: 3

II.2.2. Additional CPV code(s)

32000000 Radio, television, communication, telecommunication and related equipment

II.2.3. Place of performance

NUTS code: UKN0 Northern Ireland

II.2.4. Description of the procurement

The successful tenderer will develop and implement an integrated, multimedia, multi message, communications plan targeting a range of audiences, with specific stakeholders receiving targeted messages. The plan should be innovative, creative and applicants should be bold in their approach.

The successful bidder for the live here love here and tackling plastic NI campaigns will be expected to deliver the first phase of the communications plan between April 2020 and March 2021. All information can be found on www.keepnorthernirelandbeautiful.org

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: 126 000,00 GBP

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

Start: 01/04/2020 End: 31/03/2023

This contract is subject to renewal: no

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 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: no

IV.2. Administrative information

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

Date: 10/12/2019 Local time: 12:00

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.2.7. Conditions for opening of tenders

Date: 11/12/2019 Local time: 17:00

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: Keep Northern Ireland Beautiful

Town: Belfast

Country: United Kingdom

VI.5. Date of dispatch of this notice

29/10/2019