

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

OJ S 246/2019 20/12/2019

Contract award 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.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.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 126 000,00 EUR

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

Quality criterion - Name: Scoring matrix included in tender invite / Weighting: 70

Price - Weighting: 30

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

Quality criterion - Name: Scoring matrix included in tender invite / Weighting: 70

Price - Weighting: 30

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

Quality criterion - Name: Scoring matrix included in tender invite / Weighting: 70

Price - Weighting: 30

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 211-517231](#)

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

Lot No: 1

Title:

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

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

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

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section V: Award of contract

Contract No: 3

Lot No: 3

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.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/12/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Navigator Blue

Town: Belfast

NUTS code: UKN06 Belfast

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 126 000,00 GBP

Lowest offer: 125 438,00 GBP / Highest offer: 125 993,13 GBP taken into consideration

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: Keep Northern Ireland Beautiful

Town: Belfast

Country: United Kingdom

VI.5. Date of dispatch of this notice

18/12/2019