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Contract

## **Framework Agreement for the Provision of Marketing Services for the Marketing and Corporate Communications Business Area of Belfast City Council**

Belfast City Council

F03: Contract award notice

Notice identifier: 2021/S 000-000313

Procurement identifier (OCID): ocids-h6vhtk-02887f

Published 7 January 2021, 11:08pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Belfast City Council

9 - 21 Adelaide Street

Belfast

BT2 8DJ

#### **Email**

[crothersr@belfastcity.gov.uk](mailto:crothersr@belfastcity.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKN06 - Belfast

**Internet address(es)**

Main address

[www.belfastcity.gov.uk](http://www.belfastcity.gov.uk)

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Framework Agreement for the Provision of Marketing Services for the Marketing and Corporate Communications Business Area of Belfast City Council

Reference number

T2046

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This framework agreement will provide a range of market services to the corporate communications business area of Belfast City Council. The framework will be divided into three lots as follows:

Lot 1: Brand and Creative Services;

Lot 2: Design and Copywriting;

Lot 3: Media Buying.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1,120,000

### **II.2) Description**

#### **II.2.1) Title**

Lot 1 - Brand and Creative Services

Lot No

Lot 1 - Brand and Creative Services

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKN06 - Belfast

#### **II.2.4) Description of the procurement**

Lot 1 of the marketing services framework is to provide brand and creative services to the marketing and corporate communications business Area of Belfast City Council.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 80

Quality criterion - Name: Price / Weighting: 20

Price - Weighting: 20

#### **II.2.11) Information about options**

Options: Yes

## Description of options

Optional services may be required throughout the duration of this framework agreement, namely use of the framework by different Departments within the Council. Details of optional services can be found in the specification document of the tender.

### **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) Description**

### **II.2.1) Title**

Lot 2 - Design and Copywriting

Lot No

Lot 2 - Design and Copywriting

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKN06 - Belfast

### **II.2.4) Description of the procurement**

Lot 2 of the marketing services framework is to provide design and Copywriting services to the marketing and corporate communications business area of Belfast City Council.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Price / Weighting: 50

Price - Weighting: 50

### **II.2.11) Information about options**

Options: Yes

Description of options

Optional services may be required throughout the duration of this framework agreement, namely use of the framework by different Departments within the Council. Details of optional services can be found in the specification document of the tender.

### **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) Description**

### **II.2.1) Title**

Lot 3 - Media Buying

Lot No

Lot 3 - Media Buying

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKN06 - Belfast

### **II.2.4) Description of the procurement**

Lot 3 of the marketing services framework will is to provide media buying services to the marketing and corporate communications business area of Belfast City Council.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Price / Weighting: 80

Price - Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

Optional services may be required throughout the duration of this framework agreement, namely the use of the framework by different Departments within Belfast City Council. Details of optional services can be found in the specification document of the tender.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **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: [2019/S 187-452884](#)

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## **Section V. Award of contract**

### **Contract No**

T2046

### **Lot No**

Lot 1 - Brand & Creative Services

## **Title**

Lot 1 - Brand & Creative Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 November 2020

#### **V.2.2) Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

McCadden

Roof Terrace, Bedford House

Belfast

BT2 7FD

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

#### **V.2.3) Name and address of the contractor**

ASG

Anderson House, Holywood Road

Belfast

BT4 2GU

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Rumour Mill

Office 3 Cubic Co Work, 5 Lisburn Square

Lisburn

BT28 1TS

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £200,000

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## **Section V. Award of contract**

### **Contract No**

T2046

### **Lot No**

Lot 2 - Design & Copywriting

### **Title**

Lot 2 - Design & Copywriting

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 November 2020

#### **V.2.2) Information about tenders**

Number of tenders received: 2

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

#### **V.2.3) Name and address of the contractor**

McCadden

Roof Terrace, Bedford House

Belfast

BT2 7FD

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £120,000

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## **Section V. Award of contract**

### **Contract No**

T2046

### **Lot No**

Lot 3 - Media Buying

### **Title**

Lot 3 - Media Buying

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 November 2020

#### **V.2.2) Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Mammoth

84-94 Great Patrick Street

Belfast

BT1 2LU

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

ASG

Anderson House, Hollywood Road

Belfast

BT4 2GU

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ardmore Advertising Ltd

Pavilions Office Park, Kinnegar Drive

Hollywood

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £800,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Royal Courts of Justice

Chichester Street

Belfast

BT1 3JY

Country

United Kingdom