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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): ocds-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

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

www.belfastcity.gov.uk

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

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

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](#)

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, 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

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

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

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, 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

Ardmore Advertising Ltd

Pavilions Office Park, Kinnegar Drive

Holywood

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

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