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Contract

Strategic Communications, Engagement & Public Affairs Support for Mid & East Antrim Borough Council

MID AND EAST ANTRIM BOROUGH COUNCIL

F03: Contract award notice

Notice identifier: 2022/S 000-000490

Procurement identifier (OCID): ocids-h6vhtk-02cada

Published 7 January 2022, 1:22pm

Section I: Contracting authority

I.1) Name and addresses

MID AND EAST ANTRIM BOROUGH COUNCIL

The Braid Ballymena Town Hall, 1-29 Bridge Street

BALLYMENNA

BT435EJ

Contact

Procurement Team MEA

Email

Procurement@midandeantrim.gov.uk

Telephone

+44 2825633165

Country

United Kingdom

NUTS code

UKN0F - Mid and East Antrim

Internet address(es)

Main address

<https://www.midandeastantrim.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

Strategic Communications, Engagement & Public Affairs Support for Mid & East Antrim Borough Council

Reference number

T359/JS

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Mid and East Antrim Borough Council ('the Council') invites tenders from suitably qualified

companies to provide a comprehensive range of strategic integrated communications, public relations and public affairs services and support across a range of business functions in order to help add value to the organisation

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £140,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKN0F - Mid and East Antrim

II.2.4) Description of the procurement

In order to enhance the image and reputation of Mid and East Antrim Borough Council and to give confidence to citizens and customers, it is essential that the organisation handles the media landscape effectively.

Council consistently promotes positive news stories affecting the Mid and East Antrim Borough, however, there is an opportunity to add further value to the organisation through additional support for the Communications Team.

The successful applicant will assist Council in capturing and engaging new audiences.

Estimated budget is approximately £6,000 per month, for a period of one year from award (with an option for a further year following review).

4. Detailed Requirements

1. Assist with the development of innovative and bespoke strategies, bringing a strong background in public affairs, and key industry/local government contacts.
2. Will increase stakeholder engagement by influencing, creating and securing opportunities for Council at regional, national and international levels.
3. Support with positioning Mid and East Antrim Borough Council as champions of local government transformation, setting the benchmark at a regional level and establishing the

Council as a leading local authority in Northern Ireland and the UK.

4. Assist Council's continued innovation of communications.

5. Strengthen Mid and East Antrim's reputation as an attractive area of investment and assist Council with place-setting.

6. Support with positioning Mid and East Antrim as a key location for Investment and for key Investment and Place initiatives such as the Manufacturing Task Force (MTF), the Belfast Region City Deal.

7. Increase awareness of Council's strategic priorities.

8. The Council does not guarantee any levels of work during the contract period and any work requested will be at the discretion of the Council.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: 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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-017260](#)

Section V. Award of contract

Title

Strategic Communications, Engagement & Public Affairs Support for Mid & East Antrim Borough Council

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 August 2021

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Lanyon Communications

Belfast

BT7 1NT

Country

United Kingdom

NUTS code

- UKN0F - Mid and East Antrim

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £140,000

Total value of the contract/lot: £140,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Mid and East AntrimBorough Council

Ballymena

Country

United Kingdom