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Award

ID 2342618 DfE TNI - Advertising and Marketing Services

Tourism Northern Ireland

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-001085

Procurement identifier (OCID): ocds-h6vhtk-030ad5

Published 13 January 2022, 5:25pm

Section I: Contracting authority/entity

I.1) Name and addresses

Tourism Northern Ireland

Linum Chambers, Bedford Square

BELFAST

BT2 7ES

Email

SSDAdmin.CPD@finance-ni.gov.uk

Country

United Kingdom

NUTS code

UKN - Northern Ireland

Internet address(es)

Main address

<https://www.tourismni.com/>

Buyer's address

<https://etendersni.gov.uk/epps>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

ID 2342618 DfE TNI - Advertising and Marketing Services

Reference number

ID 2342618

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Following a competition advertised in the Official Journal of the EU on 29/09/2019 the Department for the Economy Tourism NI entered into a contract for the supply and delivery of its marketing and associated services, but due to the impact of Covid-19 the level of support required by the tourism industry has been unprecedented and unforeseen at the time of securing the contract. This contract has 8 months remaining on the initial contract period, with 3 x 12 month options to extend. Therefore, Tourism NI requires a variation to the value of the contract to avoid an imminent change in supplier which would incur substantial inconvenience/duplication of cost, and to ensure continuity of service to cover until 16/02/2024. This will allow sufficient time to retender the contract. Tourism NI wishes to increase the value of the contract by £10,500,000 ex VAT (50% of the original contract value), to cover requirements until 16/02/2024.

Tourism NI is relying on the Regulation 72(1)(c) provision as the need for change could not have been foreseen by a “diligent” Department, the changes do not affect the overall nature of the contract or exceed 50% of the value of the original contract value. Covid-19 could not have been predicted; therefore, these increased requirements could not have been foreseen or accounted for when estimating the contract value at the time of tender. The services provided through the contract will remain in line with those specified at the time of going to tender. The proposed change to the estimated contract value does not exceed this threshold.

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: £21,000,000

II.2) Description

II.2.1) Title

Strategic and Lead Creative Agency

Lot No

1

II.2.2) Additional CPV code(s)

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

Tourism Northern Ireland wishes to appoint a Contractor or Contractors for the supply and delivery of its marketing and associated services. These requirements have been split into 4 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £4m Lot 2: Online Media Services with an estimated contract value of £3m Lot 3: Offline Media Services with an estimated contract value of £6m Lot 4: Design, Marketing and Content Services with an estimated contract

value of £8m.

II.2.5) Award criteria

Quality criterion - Name: AC1 Contract Management / Weighting: 8

Quality criterion - Name: AC2 Business Continuity / Weighting: 8

Quality criterion - Name: AC3 Presentation of Marketing Strategy / Weighting: 64

Cost criterion - Name: AC4 Average Hourly Rate / Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

3 options to extend for periods of 1 year each

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

Online Media Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

Tourism Northern Ireland wishes to appoint a Contractor or Contractors for the supply and

delivery of its marketing and associated services. These requirements have been split into 4 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £4m Lot 2: Online Media Services with an estimated contract value of £3m Lot 3: Offline Media Services with an estimated contract value of £6m Lot 4: Design, Marketing and Content Services with an estimated contract value of £8m.

II.2.5) Award criteria

Quality criterion - Name: AC1 Digital Marketing Strategy / Weighting: 64

Quality criterion - Name: AC2 Contract Management / Weighting: 8

Quality criterion - Name: AC3 Business Continuity / Weighting: 8

Cost criterion - Name: AC4 Average Hourly Rate / Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

3 options to extend for periods of 1 year each

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

Offline Media Services

Lot No

3

II.2.2) Additional CPV code(s)

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

Tourism Northern Ireland wishes to appoint a Contractor or Contractors for the supply and

delivery of its marketing and associated services. These requirements have been split into 4 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £4m Lot 2: Online Media Services with an estimated contract value of £3m Lot 3: Offline Media Services with an estimated contract value of £6m Lot 4: Design, Marketing and Content Services with an estimated contract value of £8m.

II.2.5) Award criteria

Quality criterion - Name: AC1 Offline Media Strategy / Weighting: 48

Quality criterion - Name: AC2 Audience led / Weighting: 16

Quality criterion - Name: AC3 Contract Management / Weighting: 8

Quality criterion - Name: AC4 Business Continuity / Weighting: 8

Cost criterion - Name: AC5 Media Commission Rebate / Weighting: 10

Cost criterion - Name: AC6 Average Hourly Rate / Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

3 options to extend for periods of 1 year each

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

Design, Marketing and Content Services

Lot No

4

II.2.2) Additional CPV code(s)

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

Tourism Northern Ireland wishes to appoint a Contractor or Contractors for the supply and

delivery of its marketing and associated services. These requirements have been split into 4 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £4m Lot 2: Online Media Services with an estimated contract value of £3m Lot 3: Offline Media Services with an estimated contract value of £6m Lot 4: Design, Marketing and Content Services with an estimated contract value of £8m.

II.2.5) Award criteria

Quality criterion - Name: AC1 Content Commissioning / Weighting: 64

Quality criterion - Name: AC2 Contract Management / Weighting: 8

Quality criterion - Name: AC3 Business Continuity / Weighting: 8

Cost criterion - Name: AC4 Hourly Rates / Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

3 options to extend for periods of 1 year each

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Regulation 72(1)(c) provision as the need for change could not have been foreseen by a “diligent” Department, the changes do not affect the overall nature of the contract or exceed 50% of the value of the original contract value. Covid-19 could not have been predicted; therefore, these increased requirements could not have been foreseen or accounted for when estimating the contract value at the time of tender. The services provided through the contract will remain in line with those specified at the time of going to tender. The proposed change to the estimated contract value does not exceed this threshold.

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: [2020/S 040-095930](#)

Section V. Award of contract/concession

Contract No

1

Lot No

1

Title

Strategic and Lead Creative Agency

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

20 February 2020

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

TRAMWAY INVESTMENT HOLDINGS LIMITED

17 Gilford Road

Dublin

4

Email

susanmcentegart@bbdo.ie

Telephone

+44 12060600

Country

Ireland

NUTS code

- IE - Ireland

Internet address

<https://etendersni.gov.uk/epps>

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £4,000,000

Total value of the contract/lot/concession: £6,000,000

Section V. Award of contract/concession

Contract No

2

Lot No

2

Title

Online Media Services

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

20 February 2020

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

LOUD MOUTH MEDIA LTD

Thomas House 14 -16 James Street South

Belfast

BT2 7GA

Email

mark@loudmouth-media.com

Telephone

+44 2890997001

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £3,000,000

Total value of the contract/lot/concession: £4,500,000

Section V. Award of contract/concession

Contract No

3

Lot No

3

Title

Offline Media Services

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

20 February 2020

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

MAMMOTH DESIGN CONSULTANTS LTD

84-94 Great Patrick Street

Belfast

BT1 2LU

Email

sara.magee@mammoth.com

Telephone

+44 2890240250

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £6,000,000

Total value of the contract/lot/concession: £9,000,000

Section V. Award of contract/concession

Contract No

4

Lot No

4

Title

Design, Marketing and Content Services

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

20 February 2020

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

TRAMWAY INVESTMENT HOLDINGS LIMITED

17 Gilford Road

Dublin

4

Email

susanmcentegart@bbdo.ie

Telephone

+44 12060600

Country

Ireland

NUTS code

- IE - Ireland

Internet address

<https://etendersni.gov.uk/epps>

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £8,000,000

Total value of the contract/lot/concession: £12,000,000

Section VI. Complementary information

VI.3) Additional information

The successful contractor's performance on the contract will be regularly monitored in line with PGN 01/12. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and they may be issued with a Certificate of Unsatisfactory Performance and the contract may be terminated. The issue of a Certificate of Unsatisfactory Performance will result in the contractor being excluded from all procurement competitions being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy for a period of twelve months from the date of issue of the certificate.

VI.4) Procedures for review

VI.4.1) Review body

The UK does not have any such bodies with responsibility for appeal/mediation procedures. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amended.

Belfast

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

CPD complied with the Public Contracts Regulations 2015 (as amended) and incorporated a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract was communicated to tenderers. That notification provided full information on the award decision. This provided time for the unsuccessful tenderers to challenge the award decision before the contract was entered into.