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Contract

T23-047BUS Provision of Marketing Communication Services including Website for the Northern Ireland Enterprise Support Service.

Derry City and Strabane District Council
Belfast City Council
Fermanagh and Omagh District Council
Causeway Coast and Glens Borough Council
Mid and East Antrim Borough Council
Mid Ulster District Council
Armagh City Banbridge and Craigavon Borough Council
Ards and North Down Borough Council
Lisburn and Castlereagh City Council
Antrim and Newtownabbey Borough Council
Newry Mourne and Down District Council

F03: Contract award notice

Notice identifier: 2024/S 000-001158

Procurement identifier (OCID): ocds-h6vhtk-03c4c4

Published 12 January 2024, 4:26pm

Section I: Contracting authority

I.1) Name and addresses

Derry City and Strabane District Council

Council Offices, 98 Strand Road

Derry

BT48 7NN

Contact

tendersderrystrabane.com

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Belfast City Council

Belfast City hall

Belfast

BT1 5GS

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Fermanagh and Omagh District Council

The Townhall 2 Townhall Street

Enniskillen

BT74 7BA

Email

tenders@derrystarabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Causeway Coast and Glens Borough Council

Civic Headquarters Cloonavin 66 Portstewart Road

Coleraine

BT52 1EY

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Mid and East Antrim Borough Council

The Braid 1-29 Bridge Street

Ballymena

BT43 5EJ

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Mid Ulster District Council

Dungannon Office Circular Road

Dungannon

BT71 6DT

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Armagh City Banbridge and Craigavon Borough Council

Craigavon Civic and Conference Centre PO Box 66 Lakeview Road

Craigavon

BT64 1AL

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Ards and North Down Borough Council

City Hall, The Castle

Bangor

BT20 4BT

Email

tenders@derrystرابane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Lisburn and Castlereagh City Council

Island Civic Centre Lagan Valley Island The Island

Lisburn

BT27 4RL

Email

tenders@derrystرابane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Antrim and Newtownabbey Borough Council

Antrim Civic Centre 50 Stiles Way

Antrim

BT41 2UB

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.1) Name and addresses

Newry Mourne and Down District Council

District Council Offices O'Hagan House Monaghan Row

Newry

BT35 8DJ

Email

tenders@derrystrabane.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.2) Information about joint procurement

The contract involves joint procurement

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

T23-047BUS Provision of Marketing Communication Services including Website for the Northern Ireland Enterprise Support Service.

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Derry City and Strabane District Council (DCSDC) is acting on behalf of the 11 Northern Ireland Councils to appoint a Contractor to deliver marketing services for the new Northern Ireland Enterprise Support Service (ESS). NI Councils have developed a new ESS which aims to support business start-up and growth across Northern Ireland. The service aims to provide a set of connected enterprise support services which allow individuals, entrepreneurs or businesses to access a continuum of support to meet their needs, aligned with the relevant stage of their business. ESS is funded by the UK government through the UK Shared Prosperity Fund. The UK Shared Prosperity Fund is a central pillar of the UK government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. Please refer to CfT documents for further information

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: £2,080,000

II.2) Description**II.2.2) Additional CPV code(s)**

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

II.2.3) Place of performance

NUTS codes

- UKN0 - Northern Ireland

II.2.4) Description of the procurement

Derry City and Strabane District Council (DCSDC) is acting on behalf of the 11 Northern Ireland Councils to appoint a Contractor to deliver marketing services for the new Northern Ireland Enterprise Support Service (ESS). NI Councils have developed a new ESS which aims to support business start-up and growth across Northern Ireland. The service aims to provide a set of connected enterprise support services which allow individuals, entrepreneurs or businesses to access a continuum of support to meet their needs, aligned with the relevant stage of their business. ESS is funded by the UK government through the UK Shared Prosperity Fund. The UK Shared Prosperity Fund is a central pillar of the UK government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. Please refer to CfT documents for further information

II.2.5) Award criteria

Quality criterion - Name: Methodology / Weighting: 30

Quality criterion - Name: Media Strategy / Weighting: 10

Quality criterion - Name: Quality Systems / Weighting: 5

Quality criterion - Name: Creative Proposal / Weighting: 20

Quality criterion - Name: Website Implementation / Weighting: 15

Price - Weighting: 20

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

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: [2023/S 000-012155](#)

Section V. Award of contract

Contract No

1

Title

Contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 January 2024

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

Hollywood

BT18 9JQ

Email

michele.mcevoy@ardmore.co.uk

Telephone

+44 2890425344

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

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: £2,080,000

Total value of the contract/lot: £2,080,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Royal Courts of Justice

Belfast

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The Royal Courts of Justice

Belfast

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

as per PCR2015

VI.4.4) Service from which information about the review procedure may be obtained

The Royal Courts of Justice

Belfast

Country

United Kingdom