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Tender

Advertising Services Framework

Translink

F05: Contract notice – utilities

Notice identifier: 2023/S 000-001477

Procurement identifier (OCID): ocds-h6vhtk-039857

Published 17 January 2023, 9:05pm

Section I: Contracting entity

I.1) Name and addresses

Translink

Procurement Department

Belfast

BT2 7LX

Contact

Translink

Email

procurement@translink.co.uk

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.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

I.6) Main activity

Urban railway, tramway, trolleybus or bus services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising Services Framework

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

To further enhance public transport in Northern Ireland, Translink is seeking to establish a single supplier Framework Agreement with a full-service Advertising Agency as strategic partner to implement a programme of brand marketing communications to increase passenger transport journeys and revenue, and deliver the challenging targets of the Better.Connected strategy. There is no guaranteed level of business. Your response must be submitted via the relevant Call for Tender (CfT) on the eTendersNI portal. Instructions on how to submit your response can be found within the Interactive Walkthrough on the eTendersNI Homepage. No other method of submission will be accepted.

II.1.5) Estimated total value

Value excluding VAT: £7,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland
- UKN0 - Northern Ireland

II.2.4) Description of the procurement

To further enhance public transport in Northern Ireland, Translink is seeking to establish a single supplier Framework Agreement with a full-service Advertising Agency as strategic partner to implement a programme of brand marketing communications to increase passenger transport journeys and revenue, and deliver the challenging targets of the Better.Connected strategy. There is no guaranteed level of business. Your response must be submitted via the relevant Call for Tender (CfT) on the eTendersNI portal. Instructions

on how to submit your response can be found within the Interactive Walkthrough on the eTendersNI Homepage. No other method of submission will be accepted.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £7,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

This framework agreement may be re-tendered prior to the expiry date.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The initial term of the Framework Agreement will run for three years from 1st September 2023 to 31st August 2026. The Framework Agreement may be extended, on agreement of both parties, for further period(s) of up to a maximum of 48 months.

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

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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.2.2) Time limit for receipt of tenders or requests to participate

Date

20 February 2023

Local time

3:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 1 August 2023

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: This framework agreement will likely be retendered before the final end date.

VI.4) Procedures for review

VI.4.1) Review body

High Court

Belfast

Country

United Kingdom