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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](mailto: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

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## **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
- UKNO - 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

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## **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

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## **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