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Contract

## **P-2413 Graphic Design Framework**

Translink

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-006630

Procurement identifier (OCID): ocds-h6vhtk-036a29

Published 7 March 2023, 3:45pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Translink

Procurement Department

Belfast

BT2 7LX

#### **Contact**

etnitranslink.co.uk

#### **Email**

[etni@translink.co.uk](mailto:etni@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.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**

P-2413 Graphic Design Framework

#### **II.1.2) Main CPV code**

- 79822500 - Graphic design services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Translink uses a hybrid model to fulfil its graphic design requirements. It has an in-house design team and works with external specialist agencies including advertising, PR, communications and brand. Translink wishes to appoint two suppliers to a Framework Agreement for Graphic Design and Associated Services. Services will be commissioned on an ad-hoc basis and suppliers will be ranked on the framework based on their ranking as a result of the initial framework tender process. 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.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £525,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79822500 - Graphic design services

#### **II.2.3) Place of performance**

NUTS codes

- UKN0 - Northern Ireland

#### **II.2.4) Description of the procurement**

Translink uses a hybrid model to fulfil its graphic design requirements. It has an in-house design team and works with external specialist agencies including advertising, PR, communications and brand. Translink wishes to appoint two suppliers to a Framework Agreement for Graphic Design and Associated Services. Services will be commissioned on an ad-hoc basis and suppliers will be ranked on the framework based on their ranking as a result of the initial framework tender process. 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**

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

#### **II.2.11) Information about options**

Options: Yes

Description of options

Initial term of 3 years plus up to 4 x optional extensions of 12 months 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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement involves the establishment of a framework agreement

#### **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: [2022/S 000-026420](#)

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## **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**

7 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: Yes

**V.2.3) Name and address of the contractor**

WHITENOISE DESIGN LTD

Portside Business Park

BELFAST

BT3 9ED

Email

[production@whitenoisestudios.com](mailto:production@whitenoisestudios.com)

Telephone

+44 2890730999

Fax

+44 2890730998

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

DESIGN ETHOS LTD

126 High Street

BANGOR

BT20 5BB

Email

[charlene@designethos.co.uk](mailto:charlene@designethos.co.uk)

Telephone

+44 2891275002

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: £525,000

Total value of the contract/lot: £525,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Belfast High Court

Belfast

Country

United Kingdom