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Tender

## **P-2899 On Vehicle Advertising 2025**

Translink

F05: Contract notice – utilities

Notice identifier: 2024/S 000-008951

Procurement identifier (OCID): ocds-h6vhtk-044aaa

Published 20 March 2024, 10:21am

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

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

Translink

Procurement Department

Belfast

BT2 7LX

#### **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**

P-2899 On Vehicle Advertising 2025

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

- 79341000 - Advertising services

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

Services

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

Translink wishes to appoint a Contractor to provide On Vehicle Advertising services. The appointed Contractor will be responsible for the placement of advertising on Translink

vehicles, to include Ulsterbus and Metro services. This encompasses around 1050 vehicles at present. The service will include selling available advertising space on Translink vehicles, liaising with media agencies and advertising outlets, printing of advertisements, liaising with bus depots, posting and removal of adverts and digital advertising. Tenderers should note that this is a revenue generating contract.

#### **II.1.5) Estimated total value**

Value excluding VAT: £10,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 79341000 - Advertising services

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

NUTS codes

- UKN - Northern Ireland

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

Translink wishes to appoint a Contractor to provide On Vehicle Advertising services. The appointed Contractor will be responsible for the placement of advertising on Translink vehicles, to include Ulsterbus and Metro services. This encompasses around 1050 vehicles at present. The service will include selling available advertising space on Translink vehicles, liaising with media agencies and advertising outlets, printing of advertisements, liaising with bus depots, posting and removal of adverts and digital advertising. Tenderers should note that this is a revenue generating contract.

#### **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: £10,000,000

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

Duration in months

60

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The contract will run for an initial term of 5 years (60 months), with a further option to extend for a period of up to 60 months (5+5).

#### **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 III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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

Date

24 April 2024

Local time

12:00pm

#### **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: 23 July 2024

#### **IV.2.7) Conditions for opening of tenders**

Date

24 April 2024

Local time

12:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

High Court

Belfast

Country

United Kingdom