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Opportunity

Advertising Services Tender

Belfast Visitor and Convention Bureau Limited, trading as Visit Belfast

F02: Contract notice

Notice reference: 2021/S 000-009629

Published: 4 May 2021, 10:55pm

Section I: Contracting authority

I.1) Name and addresses

Belfast Visitor and Convention Bureau Limited, trading as Visit Belfast

9 Donegall Square North

Belfast

BT1 5GB

Contact

Helen Byers

Email

helenbyers@visitbelfast.com

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

www.visitbelfast.com

I.3) Communication

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

www.e-sourcingni.bravosolution.co.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.e-sourcingni.bravosolution.co.uk

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

www.e-sourcingni.bravosolution.co.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising Services Tender

Reference number

VB002

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This procurement relates to the provision of advertising services to Visit Belfast. Visit Belfast is seeking to appoint a suitably qualified, experienced and competent advertising agency that is able to assist Visit Belfast in promoting the Belfast City Region as a world class visitor destination. Visit Belfast is seeking to appoint a service provider to provide the required services for a three year period (with a possible maximum two year extension, at the sole discretion of Visit Belfast). For clarity, estimated value of the contract below is based on a maximum potential contract duration of 5 years. The estimated value of the contract per annum is between 500 000 GBP and 1 000 000 GBP.

II.1.5) Estimated total value

Value excluding VAT: £5,000,000

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

II.2.3) Place of performance

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Belfast

II.2.4) Description of the procurement

To assist Visit Belfast in the delivery of its business and leisure marketing and commercial plans, it wishes to secure creative, innovative, effective and competitive leisure and B2B advertising services (Services). These Services must add significant value and support to Visit Belfast's integrated marketing, sales and communications in its key markets for leisure and business tourism. Visit Belfast's requirement for advertising services is closely aligned with its annual business plans and strategy. Campaigns and marketing services required under any contract awarded to the successful bidder will be agreed individually between Visit Belfast and the successful bidder. Visit Belfast is under no obligation to award any (or any minimum level of) Services required exclusively to the successful bidder and does not commit or guarantee that any number, value or scale of projects will be called off from the successful bidder during the contract. A comprehensive advertising service is required to support the work of Visit Belfast and incorporate the Belfast Place Positioning brand in all campaign communication, and as appropriate, aligning with Tourism NI's Experience Brand. The successful bidder will be responsible, as briefed by Visit Belfast, for the planning, coordination, management, delivery and evaluation of strategic advertising campaigns for Belfast. The Services will include media selection and optioning, creation and development of themes and design concepts translated across a wide variety of media, creation, and edits / refresh of film, TV and radio adverts in line with brand and partner requirements, out of home and digital media, production of relevant of complementary web communications material, brochures, exhibition display and other tactical activity as required by the campaign and within budget identified. The successful bidder will be required to deliver on the following:

- Strategic planning and direction based on visitor insight/research and have the ability to utilise this information to enhance the advertising brief;
- Have the ability to deliver effective, creative and innovative advertising services incorporating best practice, demonstrating creative concept, thought processes, media selection rationale and illustration of final solution;
- Media direction: media strategy, planning, buying, delivery, evaluation and innovation;
- Video production to support web and digital marketing in

respect of Belfast's international positioning as a leisure and business destination;• Demonstrate an understanding of Belfast's key tourism and cultural products, visitor experiences, priority segments and local and international markets;• Effective contract management ensuring best value for money, the highest quality and consistency of service delivery, effective client liaison and management of third party suppliers;• Adhere to set budgets and tight deadlines and delivering within the parameters set; and• Support Visit Belfast in its achievement and delivery of advertising service outputs to meet its key productivity indicators, performance measures and city-wide objectives.

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: £5,000,000

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 proposed contract will continue for an initial period of 3 years, subject to performance, funding and compliance by the successful bidder with the terms of the contract. There is an option for extension for a further 2 periods of 1 year each, at Visit Belfast's sole discretion. This option to extend will only be considered upon satisfactory performance of the

successful provider and the requisite funding being made available to Visit Belfast. Projects within the contract will be agreed individually and Visit Belfast is under no obligation to award any services required exclusively to the successful provider or ensure any number, value or scale of projects during the contract.

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 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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Visit Belfast may require members of a consortium to assume a specific legal form if awarded the contract pursuant to Regulation 19(6) of the Public Contracts Regulations 2015 (as amended). Alternatively, the consortium members may be required to accept joint and several liability under any contract awarded. Visit Belfast reserves the right to request further information regarding sub-contractors and/or consortium members if considered relevant. Where parties are bidding in partnership, joint and several liability will be required. Financial guarantees and/or other guarantees of performance may be required by Visit Belfast if considered appropriate.

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: [2020/S 250-626802](#)

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

Date

1 June 2021

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

1 June 2021

Local time

12:01pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The costs of responding to this notice and participation in the process shall be borne by each bidder. All discussions and correspondence will be deemed strictly subject to contract unless and until a formal contract is entered into (as confirmed in writing by Visit Belfast).

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice in Northern Ireland

Royal Courts of Justice, Chichester Street

Belfast

BT1 3JF

Email

office@courtsni.gov.uk

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Precise information on deadline(s) for review procedures: Any appeals should be promptly brought to the attention of Visit Belfast and will be dealt with in accordance with the requirements of the Public Contracts Regulations 2015 (as amended). Any appeals must be brought within the time-scales specified by the applicable law, including, without limitation, the Public Contracts Regulations 2015 (as amended). In accordance with such regulations, Visit Belfast will also incorporate a minimum 10 calendar day standstill period from the point information on award of contract is communicated to bidders.

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

Belfast Visitor and Convention Bureau Limited, trading as Visit Belfast

9 Donegall Square North

Belfast

BT1 5GB

Country

United Kingdom