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Tender

P-2355 Provision of Brand Development Agency Services

Translink

F05: Contract notice – utilities

Notice identifier: 2022/S 000-011065

Procurement identifier (OCID): ocds-h6vhtk-0331d6

Published 29 April 2022, 10:11am

Section I: Contracting entity

I.1) Name and addresses

Translink

Procurement Department

Belfast

BT2 7LX

Contact

Rachel Lemon

Email

rachel.lemon@translink.co.uk

Country

United Kingdom

NUTS 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>

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

I.6) Main activity

Urban railway, tramway, trolleybus or bus services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

P-2355 Provision of Brand Development Agency Services

II.1.2) Main CPV code

- 79400000 - Business and management consultancy and related services

II.1.3) Type of contract

Services

II.1.4) Short description

Translink is seeking a brand development agency with experience in brand research and evaluation, development of architecture, hierarchy, language, values, positioning, logos, brand guidelines/manuals and corporate strategy design and development.

II.1.5) Estimated total value

Value excluding VAT: £375,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 73200000 - Research and development consultancy services
- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland
- UKN0 - Northern Ireland

II.2.4) Description of the procurement

Translink is seeking a brand development agency with experience in brand research and evaluation, development of architecture, hierarchy, language, values, positioning, logos, brand guidelines/manuals and corporate strategy design and development.

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: £375,000

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

Prior to the expiry date, Translink will review business needs and re-tender if necessary.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The framework agreement may be extended, on agreement with both parties, for period(s) up to and including 24 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 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

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

31 May 2022

Local time

3:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

20 June 2022

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: 30 September 2022

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Prior to the expiry of the framework agreement.

VI.4) Procedures for review

VI.4.1) Review body

High Court

Belfast

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Precise information on deadline(s) for review procedures: The Translink Group will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into. The Utilities Contracts Regulations 2006 provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).