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Tender

## **Provision of Enterprise, Regeneration and Tourism focused Communication and Engagement services Framework**

Newry Mourne & Down District Council

F02: Contract notice

Notice identifier: 2021/S 000-012275

Procurement identifier (OCID): ocds-h6vhtk-02b765

Published 2 June 2021, 11:56am

The closing date and time has been changed to:

**8 July 2021, 12:00pm**

See the [change notice](#).

### **Section I: Contracting authority**

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

Newry Mourne & Down District Council

Monaghan Row

NEWRY

BT358DJ

#### **Contact**

Seamus McGeoghegan

#### **Email**

[seamus.mcgeoghegan@nmandd.org](mailto:seamus.mcgeoghegan@nmandd.org)

**Country**

United Kingdom

**NUTS code**

UKN08 - Newry, Mourne and Down

**Internet address(es)**

Main address

<https://www.newrymournedown.org/procurement-and-tenders>

Buyer's address

<https://www.newrymournedown.org/procurement-and-tenders>

**I.3) Communication**

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

<https://www.newrymournedown.org/procurement-and-tenders>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.newrymournedown.org/procurement-and-tenders>

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

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Enterprise, Regeneration and Tourism focused Communication and Engagement services Framework

Reference number

Tender 013/2021

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

- 75125000 - Administrative services related to tourism affairs

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

Services

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

A multi-supplier Framework for the provision of Communication and Engagement services comprised of 4 No. Lots as per the table below:

Lot No. Lot Title

1 Communications and Engagement services including:

- Multi Media Campaigns,
- Digital Engagement,
- Content Writing,
- Events management implementation and Promotion,
- Tourism facilities promotion
- Monitoring and Evaluation

2 Graphic Design and print services

3 Website Development

4 Photography and videography services (including Drone)

**II.1.5) Estimated total value**

Value excluding VAT: £500,000

**II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

**II.2) Description**

**II.2.1) Title**

Lot No

1

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

- 75125000 - Administrative services related to tourism affairs

**II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

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

Lot 1 - Communications and Engagement services - Requirements

Communications and engagement Multi Media Campaigns

- Development of proposals/action plans for communication and Engagement campaigns, including development of all messaging, imagery and design
- Sourcing and /or development of required imagery / photography / videography as required, including development of briefs for photography / videography
- Providing creative direction for campaign
- Management & implementation of above, including all required media buying

- Ensuring value for money and demonstrating a reach into key target markets using a range of media

### Digital Engagement

- To recommend and deliver digital marketing initiatives that improves the content creation, digital connections, digital reach and the development of online channels / social media outlets hosted by Council
- This will include but not limited to digital advertising, the engagement of influencers, developing a database of customers that can be targeted in marketing activities etc

### Content Writing

- Provide high quality content copywriting services, including scripting of messaging for campaigns, press releases, journal articles, websites, brochures, social media, radio adverts etc

### Events management implementation and Promotion

- Planning, organisation & facilitation of workshops / Events / launches / conferences (virtual, hybrid & in person). This would include development of conference content, agenda, Sourcing of speakers, partners, sponsors as required, management of booking platforms, and management of event logistics
- Online event facilitation- provision of software to provide a high quality online workshop/conference experience. Booking facility, networking, recorded content and live content, breakout rooms and polls
- To develop and deliver a marketing, digital and content creation and PR programme for Councils events, programmes and initiatives as required
- Development of Make it Local promotional activities such as Good Food Circle, Farm to Plate initiatives

### Tourism facilities

- To develop and deliver a marketing, digital and content creation and PR programme for Councils Tourism facilities including Forest Parks, Museums, Beaches and Attractions

### GEOPARK and AONB

- To develop a marketing, digital and content creation and PR programme for Councils Geopark and AONB programmes including built, natural and cultural heritage

## Monitoring and Evaluation

- To monitor and measure the effectiveness of the initiatives including relevant KPI's

### **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: £125,000

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

Duration in months

36

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: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

2

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

- 79822500 - Graphic design services

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

NUTS codes

- UKN - Northern Ireland

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

Lot 2 - Graphic Design, including: Interpretation, installation and print - Requirements

- Design of media assets, including the sourcing of images as required (media assets are i.e. adverts, leaflets, display signage, brochures, calendars, booklets, newsletters, application forms, events programmes, online graphics, logos, banners etc)
- Media assets to be designed for upload to NMDDC website and social media platforms (Facebook, Twitter etc)
- To engage with NMDDC Marketing and Communications department regarding format of media assets for upload
- Print of media assets as required and delivered to an agreed address
- For individual projects, a review of sources of appropriate photographs, artefacts or related materials to help illustrate chosen themes of each interpretive intervention
- Design and Fit-out of interpretative signage (including write, edit, source images, arrange and pay for copyright permission, print, produce and install all graphics and signage)

#### **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: £125,000

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

Duration in months

36

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: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

3

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

- 72222300 - Information technology services

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

NUTS codes

- UKN - Northern Ireland

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

Lot 3 - Website Development - Requirements

- Design, custom build and development of website presence
- This would include the development of responsive website design, content creation, Search Engine Optimisation (SEO) and overall website interaction with target market to ensure an exceptional user experience, with integrated social media feeds

### **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: £125,000

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

Duration in months

36

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: No

## **II.2) Description**

### **II.2.1) Title**

Lot No

4

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

- 79961100 - Advertising photography services

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

NUTS codes

- UKN - Northern Ireland

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

Lot 4 - Photography and videography services (including Drone) - Requirements

- Provision of Photography and Videography as required for campaigns, which include creative direction, video production and video editing, including access to raw footage
- Content should incorporate music and / or voice over as required
- It is anticipated some element of the videography will include drone footage. It is the responsibility of the service provider to ensure that they have a flyer, operator ID and registration with Civil Aviation Authority (CAA)

### **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: £125,000

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

Duration in months

36

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: No

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

**III.1) Conditions for participation**

**III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Refer to documentation

**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**

Originally published as:

Date

7 July 2021

Local time

12:00pm

Changed to:

Date

8 July 2021

Local time

12:00pm

See the [change notice](#).

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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

Date

8 July 2021

Local time

12:00pm

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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**

Royal Courts of Justice

Belfast

BT1 3JF

Telephone

+44 2890235111

Country

United Kingdom