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Tender

P-2761 Provision of Promotional Marketing Services

Translink

F05: Contract notice – utilities

Notice identifier: 2023/S 000-016851

Procurement identifier (OCID): ocds-h6vhtk-03d615

Published 14 June 2023, 12:54pm

Section I: Contracting entity

I.1) Name and addresses

Translink

Procurement Department

Belfast

BT2 7LX

Contact

etnitranslink.co.uk

Email

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.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-2761 Provision of Promotional Marketing Services

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Translink is seeking to establish a single supplier contract with a full-service Promotional Marketing Agency as strategic partner to implement a programme of sales promotion engagement and activation activities to increase passenger transport journeys and revenue and deliver the challenging targets of the Better.Connected strategy.

II.1.5) Estimated total value

Value excluding VAT: £420,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79342200 - Promotional services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Belfast

II.2.4) Description of the procurement

Translink is seeking to establish a single supplier

contract with a full-service Promotional Marketing Agency as

strategic partner to implement a programme of sales promotion

engagement and activation activities to increase passenger

transport journeys and revenue and deliver the challenging targets

of the Better.Connected strategy.

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: £420,000

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: Yes

Description of options

This contract is for an initial period of 3 years, with the option to extend for a further period of up to 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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per tender documents..

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

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

11 July 2023

Local time

3:00pm

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: 9 October 2023

IV.2.7) Conditions for opening of tenders

Date

11 July 2023

Local time

3:30pm

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