This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/016851-2023">https://www.find-tender.service.gov.uk/Notice/016851-2023</a>

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**