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Tender

## **STRATEGIC COMMUNICATIONS, ENGAGEMENT AND PUBLIC AFFAIRS SUPPORT FOR MID AND EAST ANTRIM BOROUGH COUNCIL**

MID AND EAST ANTRIM BOROUGH COUNCIL

F02: Contract notice

Notice identifier: 2021/S 000-017260

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

Published 21 July 2021, 4:14pm

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

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

MID AND EAST ANTRIM BOROUGH COUNCIL

The Braid Ballymena Town Hall, 1-29 Bridge Street

BALLYMENA

BT435EJ

#### **Contact**

Procurement Team MEA

#### **Email**

[Procurement@midandeastantrim.gov.uk](mailto:Procurement@midandeastantrim.gov.uk)

#### **Telephone**

+44 2825633165

**Country**

United Kingdom

**NUTS code**

UKN0F - Mid and East Antrim

**Internet address(es)**

Main address

<https://www.midandeastantrim.gov.uk>

**I.3) Communication**

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

<https://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

<https://e-sourcingni.bravosolution.co.uk>

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**

STRATEGIC COMMUNICATIONS, ENGAGEMENT AND PUBLIC AFFAIRS SUPPORT FOR MID AND EAST ANTRIM BOROUGH COUNCIL

Reference number

T359/JS

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

- 79500000 - Office-support services
  - QA03 - For advertising on television
  - QA04 - For advertising on the Internet
  - QA05 - For advertising in cinemas
  - QA07 - For advertising in magazines
  - QA08 - For advertising on posters
  - QA11 - For events

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

Services

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

Mid and East Antrim Borough Council ('the Council') invites tenders from suitably qualified companies to provide a comprehensive range of strategic integrated communications, public relations and public affairs services and support across a range of business functions in order to help add value to the organisation.

This includes developing a strategic external and internal communication strategy, responding to media enquiries, issuing news releases, developing PR and marketing campaigns, raising the profile of Council regionally and nationally, managing and monitoring social media, delivering media training to relevant spokespeople, developing internal and external publications and providing a graphic design service. The team works closely with staff across all services and provides support and information to Council

leaders and Elected Members.

### **II.1.5) Estimated total value**

Value excluding VAT: £140,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKN0F - Mid and East Antrim

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

includes developing a strategic external and internal communication strategy, responding to media enquiries, issuing news releases, developing PR and marketing campaigns, raising the profile of Council regionally and nationally, managing and monitoring social media, delivering media training to relevant spokespeople, developing internal and external publications and providing a graphic design service. The team works closely with staff across all services and provides support and information to Council leaders and Elected Members.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

1 further period of 12 months

**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.1.3) 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

30 July 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: 3 (from the date stated for receipt of tender)

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

Date

30 July 2021

Local time

1:00pm

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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**

mid and east antrim borough council

ballymena

Country

United Kingdom