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Tender

## **Framework Agreement for the Provision of Marketing Services for the Marketing and Corporate Communications Business Area of Belfast City Council**

Belfast City Council

F02: Contract notice

Notice identifier: 2022/S 000-020727

Procurement identifier (OCID): ocds-h6vhtk-0337ba

Published 29 July 2022, 9:40am

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

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

Belfast City Council

9 - 21 Adelaide Street

Belfast

BT2 8DJ

#### **Email**

[crothersr@belfastcity.gov.uk](mailto:crothersr@belfastcity.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKN06 - Belfast

## **Internet address(es)**

Main address

<http://www.belfastcity.gov.uk>

## **I.3) Communication**

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

<http://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

<http://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**

Framework Agreement for the Provision of Marketing Services for the Marketing and Corporate Communications Business Area of Belfast City Council

Reference number

T2272

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

- 79340000 - Advertising and marketing services

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

Services

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

This tender is to put a multi supplier framework agreement in place, which will provide a range of market services to the corporate communications business area of Belfast City Council. The framework will be divided into three lots as follows:

Lot 1: Strategic Brand Services

Lot 2: Design, Copywriting, and Content Services

Lot 3: Advertising and Media

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

Value excluding VAT: £5,000,000

### **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**

Strategic Brand Services

Lot No

1

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKN06 - Belfast

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

Strategic Brand Services - See Schedule 1 Specification for detailed requirements of this lot.

#### **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

48

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of two years, with the option to extend for a further two years, subject to budget approval and satisfactory performance of the Contractor(s)

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

See Schedule 1 - Specification for details of "Optional Services".

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

Design, Copywriting and Content Services

Lot No

2

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKN06 - Belfast

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

Design, Copywriting and Content Services - See Schedule 1 Specification for detailed requirements of this lot.

### **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

48

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of two years, with the option to extend for a further two years, subject to budget approval and satisfactory performance of the Contractor(s)

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

See Schedule 1 - Specification for details of "Optional Services".

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

Advertising and Media

Lot No

3

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKN06 - Belfast

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

Advertising and Media - See Schedule 1 Specification for detailed requirements of this lot.

### **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

48

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of two years, with the option to extend for a further two years, subject to budget approval and satisfactory performance of the Contractor(s).

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

See Schedule 1 - Specification for details of "Optional Services".

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open 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 several operators

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-012572](#)

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

30 August 2022

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

English

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

Date

30 August 2022

Local time

12:00pm



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Royal Courts of Justice

Chichester Street

Belfast

Country

United Kingdom