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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

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

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

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

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

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

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