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Contract

Advertising Services Framework

Translink

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-022859

Procurement identifier (OCID): ocds-h6vhtk-039857

Published 7 August 2023, 9:34am

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.6) Main activity

Urban railway, tramway, trolleybus or bus services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising Services Framework

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

To further enhance public transport in Northern Ireland, Translink is seeking to establish a single supplier Framework Agreement with a full-service Advertising Agency as strategic partner to implement a programme of brand marketing communications to increase passenger transport journeys and revenue, and deliver the challenging targets of the Better.Connected strategy. There is no guaranteed level of business. Your response must be submitted via the relevant Call for Tender (CfT) on the eTendersNI portal. Instructions on how to submit your response can be found within the Interactive Walkthrough on the eTendersNI Homepage. No other method of submission will be accepted. Please note that Social Value will apply to this contract.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £8,400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 79341000 - Advertising services
- 79341200 - Advertising management services

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland
- UKN0 - Northern Ireland

II.2.4) Description of the procurement

To further enhance public transport in Northern Ireland, Translink is seeking to establish a single supplier Framework Agreement with a full-service Advertising Agency as strategic partner to implement a programme of brand marketing communications to increase passenger transport journeys and revenue, and deliver the challenging targets of the Better.Connected strategy. There is no guaranteed level of business. Your response must be submitted via the relevant Call for Tender (CfT) on the eTendersNI portal. Instructions on how to submit your response can be found within the Interactive Walkthrough on the eTendersNI Homepage. No other method of submission will be accepted. Please note that Social Value will apply to this contract.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework Agreement may be extended, on agreement of both parties, for further period(s) of up to a maximum of 48 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

II.2.14) Additional information

Total contract values provided are INCLUSIVE of VAT.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2023/S 000-001477](#)

Section V. Award of contract

Contract No

1

Title

Contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 August 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

HOLYWOOD

BT18 9JQ

Email

michele.mcevoy@ardmore.co.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £8,400,000

Total value of the contract/lot: £8,400,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

Belfast

Country

United Kingdom