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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](mailto: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

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## **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.

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## **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](#)

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## **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](mailto: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

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## **Section VI. Complementary information**

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

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

High Court

Belfast

Country

United Kingdom