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Tender

T22/23-032 TENDER FOR THE PROVISION OF AN INTEGRATED MARKETING CAMPAIGN

Lisburn and Castlereagh City Council

F02: Contract notice

Notice identifier: 2022/S 000-023327

Procurement identifier (OCID): ocds-h6vhtk-0361a3

Published 22 August 2022, 3:54pm

Section I: Contracting authority

I.1) Name and addresses

Lisburn and Castlereagh City Council

Island Civic Centre Lagan Valley Island The Island

Lisburn

BT27 4RL

Contact

andrew.hegan@lisburncastlereagh.gov.uk

Email

andrew.hegan@lisburncastlereagh.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

T22/23-032 TENDER FOR THE PROVISION OF AN INTEGRATED MARKETING CAMPAIGN

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Lisburn and Castlereagh City Council are seeking to appoint a suitably qualified advertising and marketing agency to deliver a creative Integrated Marketing Campaign (IMC) for Lisburn and Castlereagh City Council.

II.1.5) Estimated total value

Value excluding VAT: £535,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKN0E - Lisburn and Castlereagh

II.2.4) Description of the procurement

Lisburn and Castlereagh City Council are seeking to appoint a suitably qualified advertising and marketing agency to deliver a creative Integrated Marketing Campaign (IMC) for Lisburn and Castlereagh City Council.

II.2.5) Award criteria

Quality criterion - Name: Proposed Approach / Weighting: 50

Quality criterion - Name: Understanding of Brief / Weighting: 15

Quality criterion - Name: Project Team Experience / Weighting: 15

Cost criterion - Name: Cost / Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £535,000

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

Duration in months

6

This contract is subject to renewal

Yes

Description of renewals

Lisburn & Castlereagh City Council (LCCC) are seeking to appoint a suitably qualified advertising and marketing agency to deliver a creative Integrated Marketing Campaign (IMC) for Lisburn & Castlereagh City Council, for a maximum of 3 years (October – August 2025). This will initially be for a period of 12 months starting October 2022, with the option to extend for a further 2 years (1+1+1).

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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

The campaign will see the delivery of an IMC across the council area to include the promotion of a Rural Tourism Collaborative Experience (RTCE) Programme in Royal Hillsborough and Historic Moira.

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

22 September 2022

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

Tender must be valid until: 21 December 2022

IV.2.7) Conditions for opening of tenders

Date

22 September 2022

Local time

12:30pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Lisburn & Castlereagh City Council (LCCC) are seeking to appoint a suitably qualified advertising and marketing agency to deliver a creative Integrated Marketing Campaign (IMC) for Lisburn & Castlereagh City Council, for a maximum of 3 years (October – August 2025). This will initially be for a period of 12 months starting October 2022, with the option to extend for a further 2 years (1+1+1).

VI.4) Procedures for review

VI.4.1) Review body

NI Ombudsman

Belfast

Country

United Kingdom