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Planning

Advertising Services Framework - PME

Translink

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2022/S 000-028450

Procurement identifier (OCID): ocids-h6vhtk-03747a

Published 10 October 2022, 3:38pm

Section I: Contracting entity

I.1) Name and addresses

Translink

Procurement Department

Belfast

BT2 7LX

Contact

Sarah McCarthy

Email

sarah.mccarthy@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.3) Communication

Additional information can be obtained from the above-mentioned address

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 - PME

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Translink is seeking a strategic partner to work alongside the Brand Team to design & deliver a programme of corporate, tactical and brand campaigns for Translink and its service brands, primarily to consumers in Northern Ireland. If this is of interest please access the opportunity via the CfT on eTendersNI and complete the PME questionnaire.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

To further enhance public transport in Northern Ireland, Translink is seeking to identify full service advertising agencies who have the capability and capacity to work collaboratively with Translink to deliver a full programme of brand marketing campaigns. This strategic partner will work alongside the Brand Team to design & deliver a programme of corporate, tactical and brand campaigns for Translink, its service brands and products. With increasing use of digital media, including social media channels, this will include a requirement for tracking and adapting digital elements of live campaigns.

Spend is in the region of £600,000 - £800,000 per annum with typical advertising campaign values between £15,000 - £20,000 and multiple campaigns often running concurrently. Spend under this Framework Agreement is not guaranteed and is dependent on budgetary approvals. Appointment to this Framework Agreement is no guarantee of any level of business. A number of projects will be progressed according to business requirements.

II.2.14) Additional information

Anticipated duration of the contract: The initial term of the Framework Agreement will run for 3 years from 1st September 2023 to 31st August 2026. The Framework Agreement may be extended, on agreement of both parties, for further period(s) of up to a maximum of 48 months.

II.3) Estimated date of publication of contract notice

28 November 2022

Section IV. Procedure

IV.1) Description

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 expressions of interest

Date

31 October 2022

Local time

3:00pm

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

English