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Contract

Framework Agreement for the Provision of Marketing Services for the Marketing and Corporate Communications Business Area of Belfast City Council

Belfast City Council

F03: Contract award notice

Notice identifier: 2022/S 000-028797

Procurement identifier (OCID): ocds-h6vhtk-0337ba

Published 13 October 2022, 11:12am

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

Region code

UKN06 - Belfast

Internet address(es)

Main address

www.belfastcity.gov.uk

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

A contract has been awarded for a multi supplier framework agreement, which will provide a range of marketing services to the corporate communications business area of Belfast City Council. The framework is divided into three lots:

Lot 1: Strategic Brand Services

Lot 2: Design, Copywriting, and Content Services

Lot 3: Advertising and Media

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £5,000,000

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

Provision of strategic brand services

II.2.5) Award criteria

Quality criterion - Name: Response to the Brief / Weighting: 60

Quality criterion - Name: Project Management / Weighting: 20

Price - Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

See Schedule 1 - Specification for details of "Optional Services": mainly the use of the Framework Agreement by other Departments within Belfast City Council.

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

Multi Supplier Lot:

4 Contractors awarded on to the Framework Agreement for Lot 1.

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

Provision of design, copywriting and content services.

II.2.5) Award criteria

Quality criterion - Name: Response to the Brief / Weighting: 60

Quality criterion - Name: Project Management / Weighting: 20

Price - Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

See Schedule 1 - Specification for details of "Optional Services": mainly the use of the Framework Agreement by other Departments within Belfast City Council.

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

Multi Supplier Lot:

4 Contractors awarded on to the Framework Agreement for Lot 2.

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

Provision of advertising and media services

II.2.5) Award criteria

Quality criterion - Name: Response to the Brief / Weighting: 50

Quality criterion - Name: Project Management / Weighting: 20

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

See Schedule 1 - Specification for details of "Optional Services": mainly the use of the Framework Agreement by other Departments within Belfast City Council.

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

Multi Supplier Lot:

3 Contractors awarded on to the Framework Agreement for Lot 3.

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

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 000-020727](#)

Section V. Award of contract

Contract No

T2272

Lot No

1

Title

Strategic Brand Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 October 2022

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

McCadden

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Ardmore Advertising and Marketing Limited

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Krow Group

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MXB

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,666,666

Section V. Award of contract

Contract No

T2272

Lot No

2

Title

Design, Content, and Copywriting Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 October 2022

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Ardmore Advertising and Marketing Limited

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Brown O'Connor Communications

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Krow Group

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MXB

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,666,666

Section V. Award of contract

Contract No

T2272

Lot No

3

Title

Advertising and Media

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 October 2022

V.2.2) Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Ardmore Advertising and Marketing Limited

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

ASG

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Krow Group

Belfast

Country

United Kingdom

NUTS code

- UKN06 - Belfast

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,666,666

Section VI. Complementary information

VI.3) Additional information

As the awarded Marketing Services Framework Agreement is needs led, the actual contract value is unknown. A maximum ceiling limit of £5,000,000 was approved by Belfast City Council. For purposes of this Contract Award Notice, this value has been split equally between the three Lots to give an estimated contract value for each Lot.

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Chichester Street

Belfast

BT1 3JY

Country

United Kingdom