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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](mailto:crothersr@belfastcity.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKN06 - Belfast

**Internet address(es)**

Main address

[www.belfastcity.gov.uk](http://www.belfastcity.gov.uk)

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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**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.

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## **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](#)

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## **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

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## **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

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## **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

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## **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