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Contract

## **P-2374 - Fixed Site Advertising (2023)**

Translink

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-032294

Procurement identifier (OCID): ocds-h6vhtk-0333b0

Published 1 November 2023, 12:27pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Translink

Procurement Department

Belfast

BT2 7LX

#### **Contact**

Andy Henry

#### **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**

P-2374 - Fixed Site Advertising (2023)

#### **II.1.2) Main CPV code**

- 79341200 - Advertising management services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Translink requires a suitability qualified service provider to manage, maintain, develop and expand upon the portfolio of fixed site advertising across Northern Ireland. This will include both internal and external opportunities throughout the network. The duration of this Contract will be a maximum of 11 years in total. There will be an initial 5-year term with the option for extension(s) by up to a maximum of a further 72 months. No individual extension will be granted for a period longer than 36 months and any extension will be at the discretion of the Client. 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.

#### **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: £1,000,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

- 79341400 - Advertising campaign services

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

UKN

### **II.2.4) Description of the procurement**

Translink requires a suitability qualified service provider to manage, maintain, develop and expand upon the portfolio of fixed site advertising across Northern Ireland. This will include both internal and external opportunities throughout the network. The duration of this Contract will be a maximum of 11 years in total. There will be an initial 5-year term with the option for extension(s) by up to a maximum of a further 72 months. No individual extension will be granted for a period longer than 36 months and any extension will be at the discretion of the Client. 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.

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 30

Cost criterion - Name: Financial / Weighting: 70

### **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

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## **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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-011539](#)

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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**

1 November 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**

CLEAR CHANNEL NI LIMITED

Unit 2 Channel Commercial Park

BELFAST

BT3 9DT

Email

[peter.megarrell@clearchannel.ie](mailto:peter.megarrell@clearchannel.ie)

Telephone

+44 2890463250

Fax

+44 2890463260

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

Yes

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## **Section VI. Complementary information**

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

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

The High Court

Belfast

Country

United Kingdom