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Tender

## **ID 5351281 - DfE Tourism NI - Advertising and Marketing Services**

Tourism Northern Ireland

F02: Contract notice

Notice identifier: 2024/S 000-036764

Procurement identifier (OCID): ocds-h6vhtk-04b63e

Published 13 November 2024, 4:04pm

### **Section I: Contracting authority**

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

Tourism Northern Ireland

10-12 Linum Chambers, Bedford Street

BELFAST

BT2 7ES

#### **Email**

[ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://www.tourismni.com/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement/>

### **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 to the above-mentioned address

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

Body governed by public law

### **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ID 5351281 - DfE Tourism NI - Advertising and Marketing Services

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

- 79341000 - Advertising services

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

Services

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

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s) should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

#### **II.1.5) Estimated total value**

Value excluding VAT: £35,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

3

## **II.2) Description**

### **II.2.1) Title**

Lot 1 - Strategic and Lead Creative Agency

Lot No

1

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

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

NUTS codes

- UKN - Northern Ireland

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

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s) should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £14,375,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum

duration of 5 years

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

#### **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 figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. Neither CPD nor the Authority can provide any guarantee as to the level of

business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise (and an Economic Operator shall have no legitimate expectation that a contract will be entered into) until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

## **II.2) Description**

### **II.2.1) Title**

Lot 2 - Digital Media Services

Lot No

2

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

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

NUTS codes

- UKN - Northern Ireland

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

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s)

should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £6,250,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum

duration of 5 years.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1

year up to a maximum duration of 5 years.

### **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 figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise (and an Economic Operator shall have no legitimate expectation that a contract will be entered into) until such time as entry into the Contract. has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

## **II.2) Description**

### **II.2.1) Title**

Lot 3 - Offline Media Services

Lot No

3

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

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



NUTS codes

- UKN - Northern Ireland

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

Tourism Northern Ireland wishes to appoint a Supplier or Suppliers for the supply and delivery of its advertising, design and marketing services. These requirements have been split into 3 Lots as detailed below. Whilst no spend is guaranteed against any of the Lots, the maximum anticipated value of each Lot over the lifetime of the contract is detailed below. Lot 1: Strategic and Lead Creative Agency with an estimated contract value of £14,375,000 Lot 2: Digital Media Services with an estimated contract value of £6,250,000 Lot 3: Offline Media Services with an estimated contract value of £14,375,000. Supplier(s) should note that there may be workload fluctuations at different times of the year. All of the above Lots will be evaluated and awarded independently of one another. There are no restrictions on the number of Lots a Tenderer can bid for or be awarded. Therefore, tenderers may tender for one, two, or all three of the Lots. For all lots, Tourism Northern Ireland will aim to appoint a maximum of 2 Contractors per lot. These Contractors will be ranked 1 and 2 in respect of each Lot on the basis of the Most Economically Advantageous Tender (MEAT) being awarded rank 1

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £14,375,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum

duration of 5 years.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

#### **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 figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise (and an Economic Operator shall have no legitimate expectation that a contract will be entered into) until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As per Tender Documentation

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

As per Tender Documentation

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As per Tender Documentation

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

The appointment to the contract will be subject to the preferred supplier demonstrating that the minimum requirements specified in the criteria continue to be met and that there being no material adverse change to the standing of the supplier. The appointment will also be subject to all other necessary due diligence being carried out by the Authority. Contract performance will be subject to the conditions specified in the contract and the successful Supplier's performance on the contract will be regularly monitored.

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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: Yes

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

### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

19 December 2024

Local time

3:00pm

### **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: 17 June 2025

### **IV.2.7) Conditions for opening of tenders**

Date

19 December 2024

Local time

3:30pm

Place

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Information about authorised persons and opening procedure

Only CPD Procurement Staff with access to the project on eTendersNI.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

The successful contractor's performance on the contract will be regularly monitored in line with the tender documentation. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and they may be issued with a Notice of Unsatisfactory Performance and the contract may be terminated. The issue of a Notice of Unsatisfactory Performance can result in the Contractor being excluded from all procurement competitions being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy for a period of three years from the date of issue. The Authority expressly reserves the rights: (I). not to award any contract as a result of the procurement process commenced by publication of this notice; (II). to make whatever changes it may see fit to the content and structure of the tendering Competition; (III). to award (a) contract(s) in respect of any part(s) of the services covered by this notice; and (IV). to award contract(s) in stages and in no circumstances will the Authority be liable for any costs incurred by candidates..

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

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

The UK does not have any such bodies with responsibility for appeal/mediation procedures. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amended.

Belfast

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into.

