

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/041641-2024>

Contract

## **Dfl Safe and Sustainable Travel Advertising Services**

Department for Infrastructure

F20: Modification notice

Notice identifier: 2024/S 000-041641

Procurement identifier (OCID): ocds-h6vhtk-04cd31

Published 31 December 2024, 2:54pm

### **Section I: Contracting authority/entity**

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

Department for Infrastructure

James House, 2-4 Cromac Avenue

BELFAST

BT7 2JA

#### **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://etendersni.gov.uk/epps>

Buyer's address

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

---

## **Section II: Object**

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

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

DfI Safe and Sustainable Travel Advertising Services

Reference number

ID 2355426

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

- 79341000 - Advertising services

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

Services

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

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

NUTS codes

- UKN - Northern Ireland

#### **II.2.4) Description of the procurement at the time of conclusion of the contract:**

The Department for Infrastructure (DfI) wishes to appoint an advertising agency to deliver advertising services and associated activity, including digital, to promote safe and sustainable travel in Northern Ireland. The purpose of the contract is to influence positive change in road user behaviours and a modal shift towards sustainable, mainly active travel.

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

Duration in months

48

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

---

## **Section IV. Procedure**

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

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2019/S 175-426479](#)

---

## **Section V. Award of contract/concession**

### **Contract No**

1

### **Title**

ID 2355426 - Dfl Safe and Sustainable Travel Advertising Services

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

15 January 2020

#### **V.2.2) Information about tenders**

The contract/concession has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor/concessionaire**

Ardmore Advertising and Marketing

Hollywood

Email

[info@ardmore.co.uk](mailto:info@ardmore.co.uk)

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

Internet address

<https://www.ardmore.co.uk/contact/>

The contractor/concessionaire is an SME

Yes

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £5,640,000

---

## **Section VI. Complementary information**

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

The value of this contract (£5,640,000) was above the UK threshold therefore the Public Contracts Regulations 2015 applied.. . The Regulations permit the modification of a contract where the changes proposed meet one or more of the prescribed tests as set out under Regulation 72. . Having considered the information provided there would appear to be convincing reasons to modify this contract in accordance with Regulation 72(1)(b) for additional works, services or supplies that “have become necessary” and were not included in the initial procurement and a change of supplier would not be practicable (for economic, technical or interoperability reasons) and would involve substantial inconvenience/duplication of costs - provided the change does not exceed 50% of the value of the original contract. .This modification is for up to 6 months from 15 January 2025 until 14 July 2025, this should be sufficient time to let a new contract, there is no increase in value.

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

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

The UK has no such bodies

Belfast

Country

United Kingdom

---

## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79341000 - Advertising services

#### **VII.1.3) Place of performance**

NUTS code

- UKN - Northern Ireland

#### **VII.1.4) Description of the procurement:**

The Department for Infrastructure (DfI) wishes to appoint an advertising agency to deliver advertising services and associated activity, including digital, to promote safe and sustainable travel in Northern Ireland. The purpose of the contract is to influence positive change in road user behaviours and a modal shift towards sustainable, mainly active travel.

**VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months

48

**VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£5,640,000

**VII.1.7) Name and address of the contractor/concessionaire**

Ardmore advertising and Marketing LTD

Hollywood

Email

[info@ardmore.co.uk](mailto:info@ardmore.co.uk)

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

Internet address

<https://www.ardmore.co.uk/contact/>

The contractor/concessionaire is an SME

Yes

**VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The value of this contract (£5,640,000) was above the UK threshold therefore the Public Contracts Regulations 2015 applied.. . The Regulations permit the modification of a contract where the changes proposed meet one or more of the prescribed tests as set out under Regulation 72. . Having considered the information provided there would appear to be convincing reasons to modify this contract in accordance with Regulation 72(1)(b) for additional works, services or supplies that “have become necessary” and were not included in the initial procurement and a change of supplier would not be practicable (for economic, technical or interoperability reasons) and would involve substantial inconvenience/duplication of costs - provided the change does not exceed 50% of the value of the original contract. .This modification is for up to 6 months from 15 January 2025 until 14 July 2025, this should be sufficient time to let a new contract, there is no increase in value.

### **VII.2.2) Reasons for modification**

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

Creative advertising, this short modification of 6 months is not to circumvent the Regulations but required to ensure the Department can meet advertising requirements whilst a new tender competition is expedited

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £5,640,000

Total contract value after the modifications

Value excluding VAT: £5,640,000