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Planning

## **Advertising Services**

Visit Belfast

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2021/S 000-000392

Procurement identifier (OCID): ocds-h6vhtk-0038b1-integration

Published 3 February 2021, 4:21pm

## **Section I: Contracting authority**

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

Visit Belfast

9 Donegall Square North

Belfast

BT1 5GB

#### **Email**

[reception@visitbelfast.com](mailto:reception@visitbelfast.com)

#### **Country**

United Kingdom

#### **NUTS code**

UKN06 - Belfast

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

Main address

[www.visitbelfast.com](http://www.visitbelfast.com)

Buyer's address

[www.e-sourcingni.bravosolution.co.uk](http://www.e-sourcingni.bravosolution.co.uk)

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.e-sourcingni.bravosolution.co.uk](http://www.e-sourcingni.bravosolution.co.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.e-sourcingni.bravosolution.co.uk](http://www.e-sourcingni.bravosolution.co.uk)

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

[www.e-sourcingni.bravosolution.co.uk](http://www.e-sourcingni.bravosolution.co.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**

Advertising Services

Reference number

VB002

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

- 79341000 - Advertising services

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

Services

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

Provision of advertising services to support Visit Belfast. To assist Visit Belfast in the delivery of its business marketing and commercial plans, it wishes to secure creative, innovative, effective and competitive leisure and B2B advertising services. These services must add significant value and support Visit Belfast's integrated marketing, sales and communications across all our key local, national and international target markets for leisure and business tourism. Visit Belfast's requirement for advertising services is an area of continuous change in line with visitor and industry needs.

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

Value excluding VAT: £5,000,000

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

This contract is divided into lots: No

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

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

- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services

- 79341400 - Advertising campaign services

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

NUTS codes

- UKN06 - Belfast

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

Provision of advertising services to support Visit Belfast for a 3-year period with the option to extend by two 12-month periods for a maximum term of five years and maximum contract value of GBP 5 million. To assist Visit Belfast in the delivery of its business marketing and commercial plans, it wishes to secure creative, innovative, effective and competitive leisure and B2B advertising services. These services must add significant value and support Visit Belfast's integrated marketing, sales and communications across all our key local, national and international target markets for leisure and business tourism. Visit Belfast's requirement for advertising services is an area of continuous change in line with visitor and industry needs. Campaigns and marketing services within the contract will be agreed individually and Visit Belfast is under no obligation to award any services required exclusively to the successful provider and does not commit or guarantee that any number, value or scale of projects will be called off from the successful provider during the contract.

### **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: £5,000,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Initial contract period of 36 months with option to by a further 24 months (12 month + 12

months).

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

Options: Yes

Description of options

Initial contract period of 36 months with option to by a further 24 months (12 month + 12 months).

#### **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**

It is envisaged that the tender for this requirement will be advertised towards the end of January 2021/ early February 2021 with a view of having in place a new contract by 1 April 2021.

#### **II.3) Estimated date of publication of contract notice**

3 February 2021

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### **Section IV. Procedure**

#### **IV.1) Description**

##### **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.2.5) Scheduled date for start of award procedures**

9 February 2021

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## **Section VI. Complementary information**

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

Department of Justice

Belfast

Country

United Kingdom