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Planning

Advertising Services

Visit Belfast

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2021/S 000-000393

Procurement identifier (OCID): ocds-h6vhtk-0038b2-integration

Published 3 February 2021, 4:24pm

Section I: Contracting authority

I.1) Name and addresses

Visit Belfast

9 Donegall Square North

Belfast

BT1 5GB

Email

reception@visitbelfast.com

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

www.visitbelfast.com

Buyer's address

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

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

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

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

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

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