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Planning

## Advertising Services

Visit Belfast

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2021/S 000-000727

Procurement identifier (OCID): ocids-h6vhtk-0039f6-integration

Published 5 March 2021, 3:22pm

## Section I: Contracting authority

### I.1) Name and addresses

Visit Belfast

Belfast

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)

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

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**

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**

- 79340000 - Advertising and marketing services

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

Services

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

Prior information notice: 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.1.6) Information about lots**

This contract is divided into lots: Yes

## **II.2) Description**

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

lot1

Lot No

1

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UK - UNITED KINGDOM

### **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.2.7) 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.2.13) Information about European Union Funds**

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

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

4 May 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: No

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

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

6 June 2021

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## **Section VI. Complementary information**

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

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

Department of Justice

Belfast

Country

United Kingdom