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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): ocds-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

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department of Justice

Belfast

Country

United Kingdom