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Award

DfE - Advertising and Related Services Contract for Skills to Succeed

Department for the Economy

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-001737

Procurement identifier (OCID): ocds-h6vhtk-030d62

Published 20 January 2022, 4:08pm

Section I: Contracting authority/entity

I.1) Name and addresses

Department for the Economy

C/O Clare House,303 Airport Road

BELFAST

BT39ED

Contact

Julie Henderson

Email

Julie.henderson@finance-ni.gov.uk

Telephone

+44 2890816332

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

<https://www.economy-ni.gov.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

DfE - Advertising and Related Services Contract for Skills to Succeed

Reference number

ID 2749682

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Department for the Economy (DfE) wishes to appoint a Contractor to provide advertising and related services to deliver a suite of advertising campaigns. The requirement consists of a series of campaigns all running to promote some of the Department's 'Skills to Succeed' programmes and initiatives.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,700,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

The Department for the Economy (DfE) wishes to appoint a Contractor to provide

advertising and related services to deliver a suite of advertising campaigns. The requirement consists of a series of campaigns all running to promote some of the Department's 'Skills to Succeed' programmes and initiatives.

II.2.5) Award criteria

Quality criterion - Name: Strategic Solution and Creative Rationale / Weighting: 17.5

Quality criterion - Name: Media Strategy, Rationale and Media Plan / Weighting: 21

Quality criterion - Name: Proposals for Research and Evaluation / Weighting: 5.6

Quality criterion - Name: Key Personnel Experience / Weighting: 5.6

Quality criterion - Name: Creative Proposal (Presentation) / Weighting: 20.3

Cost criterion - Name: Total Media Cost / Weighting: 10

Cost criterion - Name: Average Hourly Rate / Weighting: 20

II.2.11) Information about options

Options: Yes

Description of options

The Contract will be awarded for one year, with two options to extend for twelve months each.

II.2.14) Additional information

The Contract will be awarded for one year, expected to commence in June 2020, with two options to extend for twelve months each.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- Additional deliveries by the original supplier

Explanation:

Due to an administrative error the contract notice was not published in OJEU, a Contract award notice could not be published despite best endeavours. A modification has been requested by DFE to uplift the contract value to £2360000 which is considered under Regulation 72(1)(b) for additional works, services or supplies "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.

As these campaigns are part of the Skills to Succeed brand it is important that the consistency of the department's message is retained through all elements. Retaining the Contractor that worked with the department to develop these campaigns will ensure consistency of the brand going forward and avoid the likelihood of duplication of costs and significant inconvenience to the Authority associated with bringing a new supplier up to speed on the campaigns

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

19 September 2020

V.2.2) Information about tenders

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

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

Navigator Blue

Belfast

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

The contractor/concessionaire is an SME

No

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession: £1,700,000

Section VI. Complementary information

VI.3) Additional information

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VI.4) Procedures for review

VI.4.1) Review body

The UK does not have any such bodies

Belfast

Country

United Kingdom