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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): ocids-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](mailto: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

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## **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.

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## **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

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## **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

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## **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