

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/002591-2021>

Tender

## **ID 3351409 TEO - COVID Public Information Campaign**

The Executive Office

F02: Contract notice

Notice identifier: 2021/S 000-002591

Procurement identifier (OCID): ocds-h6vhtk-029186

Published 9 February 2021, 12:48pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Executive Office

Stormont

BELFAST

BT4 3ST

#### **Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - UNITED KINGDOM

#### **Internet address(es)**

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

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

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etendersni.gov.uk/epps>

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**

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**

ID 3351409 TEO - COVID Public Information Campaign

Reference number

ID 3351409

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

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

Services

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

The Executive Office requires the immediate appointment of an advertising contractor to build on and continue to deliver a multimedia advertising campaign on COVID-19. The contract duration is for two years commencing on 1 April 2021. The maximum budget is £2 million exclusive of VAT.

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

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

NUTS codes

- UKN - NORTHERN IRELAND

#### **II.2.4) Description of the procurement**

The Executive Office requires the immediate appointment of an advertising contractor to build on and continue to deliver a multimedia advertising campaign on COVID-19. The contract duration is for two years commencing on 1 April 2021. The maximum budget is £2 million exclusive of VAT.

#### **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: £2,000,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

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

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

---

## **Section IV. Procedure**

## **IV.1) Description**

### **IV.1.1) Type of procedure**

Open procedure

Accelerated procedure

Justification:

The Contracting Authority are proceeding with a reduced time limit for this tender competition due to the urgency and nature of this requirement.

### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

24 February 2021

Local time

3:00pm

### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 25 May 2021

### **IV.2.7) Conditions for opening of tenders**

Date

24 February 2021

Local time

3:30pm

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

The successful Contractor's performance on this Contract will be managed as per the specification and regularly monitored (see. Procurement Guidance Note 01/12 - Contract Management - Procedures and Principles). Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional... misconduct and they may be issued with a Notice of Unsatisfactory Performance and this Contract may be terminated. A central register of such Notices for supplies and services contracts will be maintained and published on the CPD website. Any contractor in receipt of a. Notice of Unsatisfactory Performance will be required to declare this in future tender submissions for a period of three years from the date of issue of the Notice. It may also result in the contractor being excluded from all procurement competitions being undertaken by. Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy.

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

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

The UK does not have any special review body with responsibility for appeal/mediation procedures in public procurement competitions. Any challenges are dealt with by the High Court Commercial Division to which proceedings may be issued regarding alleged breaches of the Public Contracts Regulations.

Belfast

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 (as amended) and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision.