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Contract

BSP-22-013 Recruitment Advertising Services

Education Authority NI

F03: Contract award notice

Notice identifier: 2023/S 000-005287

Procurement identifier (OCID): ocids-h6vhtk-038816

Published 22 February 2023, 12:37pm

Section I: Contracting authority

I.1) Name and addresses

Education Authority NI

40 Academy Street

Belfast

BT1 2NQ

Email

business.procure@eani.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

BSP-22-013 Recruitment Advertising Services

Reference number

BSP-22-013

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Contractor will be required to provide advertising and related services to support the Education Authority's external recruitment competitions. In order to ensure the widest and most diverse pool of candidates possible is reached whilst also targeting the skills and abilities needed.

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: £750,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79341100 - Advertising consultancy services
- 79341000 - Advertising services
- 79340000 - Advertising and marketing services
- 79300000 - Market and economic research; polling and statistics
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79600000 - Recruitment services
- 79611000 - Job search services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

The Contractor will be required to provide advertising and related services to support the Education Authority's external recruitment competitions. In order to ensure the widest and most diverse pool of candidates possible is reached whilst also targeting the skills and abilities needed.

II.2.5) Award criteria

Quality criterion - Name: AC1 Strategic Solution for Scenario A / Weighting: 10.5

Quality criterion - Name: AC2 Strategic Solution for Scenario B / Weighting: 10.5

Quality criterion - Name: AC3 Media Plan and Rationale in relation Scenario A /

Weighting: 7

Quality criterion - Name: AC4 Media Plan and Rationale in relation Scenario B /
Weighting: 7

Quality criterion - Name: AC5 Key Personnel Experience / Weighting: 17.5

Quality criterion - Name: AC6 Contract Management and Business Continuity / Weighting:
3.5

Quality criterion - Name: AC7 Quality Control and Reporting / Weighting: 3.5

Quality criterion - Name: AC8 Social Value / Weighting: 10.5

Cost criterion - Name: AC9 Scenario Pricing / Weighting: 10

Cost criterion - Name: AC10 Average Daily Rate / Weighting: 15

Cost criterion - Name: AC11 Agency Commission split with EA / Weighting: 5

II.2.11) Information about options

Options: Yes

Description of options

The Contract will commence following award for an Initial Contract Period of three years. With up to 24 months of optional extensions with a maximum of 2 extension points.

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.2.14) Additional information

The figure in II.1.7 is a maximum estimated contract value. The amount of work to be placed through the contract will be subject to change in line with the Education Authority's needs and no guarantees can be given of the amount or value of business to be placed through the contract.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-033383](#)

Section V. Award of contract

Contract No

1

Title

Contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 February 2023

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

ANDERSON SPRATT GROUP LTD

Anderson House

BELFAST

BT4 2GU

Email

hello@asgandpartners.com

Telephone

+44 2890802020

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £750,000

Total value of the contract/lot: £750,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

UK does not currently have any such bodies with responsibilities for appeal/mediation procedures

Belfast

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

UK does not currently have any such bodies with responsibilities for appeal/mediation procedures.