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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): ocds-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](mailto: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

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## **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.

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## **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](#)

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## **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](mailto: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

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## **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.