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Contract

ID 3170481 DfE - Marketing and Communications Services for the Go For It Programme

Lisburn and Castlereagh Council
Lisburn and Castlereagh City Council
Antrim and Newtownabbey Borough Council
Ards and North Down Borough Council
Armagh City Banbridge and Craigavon Borough Council
Belfast City Council
Causeway Coast and Glens Borough Council
Derry City and Strabane District Council
Fermanagh and Omagh District Council
Mid and East Antrim Borough Council
Newry Mourne and Down District Council
Mid Ulster District Council

F03: Contract award notice

Notice identifier: 2021/S 000-005470

Procurement identifier (OCID): ocds-h6vhtk-029ccf

Published 18 March 2021, 9:08am

Section I: Contracting authority

I.1) Name and addresses

Lisburn and Castlereagh Council

Lagan Valley Island

Lisburn

BT27 4RL

Email

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.1) Name and addresses

Lisburn and Castlereagh City Council

Island Civic Centre Lagan Valley Island The Island

Lisburn

BT27 4RL

Email

SSDAdmin.CPD@finance-ni.gov.uk

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

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Buyer's address

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

I.1) Name and addresses

Antrim and Newtownabbey Borough Council

Antrim Civic Centre 50 Stiles Way

Antrim

BT41 2UB

Email

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.1) Name and addresses

Ards and North Down Borough Council

Town Hall, The Castle

Bangor

BT20 4BT

Email

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.1) Name and addresses

Armagh City Banbridge and Craigavon Borough Council

Craigavon Civic and Conference Centre PO Box 66 Lakeview Road

Craigavon

BT64 1AL

Email

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.1) Name and addresses

Belfast City Council

Belfast City hall

Belfast

BT1 5GS

Email

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.1) Name and addresses

Causeway Coast and Glens Borough Council

Civic Headquarters Cloonavin 66 Portstewart Road

Coleraine

BT52 1EY

Email

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.1) Name and addresses

Derry City and Strabane District Council

Council Offices, 98 Strand Road

Derry

BT48 7NN

Email

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.1) Name and addresses

Fermanagh and Omagh District Council

The Townhall 2 Townhall Street

Enniskillen

BT74 7BA

Email

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.1) Name and addresses

Mid and East Antrim Borough Council

The Braid 1-29 Bridge Street

Ballymena

BT43 5EJ

Email

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.1) Name and addresses

Newry Mourne and Down District Council

District Council Offices O'Hagan House Monaghan Row

Newry

BT35 8DJ

Email

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.1) Name and addresses

Mid Ulster District Council

Dungannon Office Circular Road

Dungannon

BT71 6DT

Email

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.2) Information about joint procurement

The contract involves joint procurement

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 3170481 DfE - Marketing and Communications Services for the Go For It Programme

Reference number

3170481

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The 11 Northern Ireland Councils wish to appoint a Contractor to provide marketing and communications services for the Go For It programme. The Contractor will be responsible for devising and delivering a comprehensive marketing and communications plan for 2 years.

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: £680,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKN - NORTHERN IRELAND

II.2.4) Description of the procurement

The 11 Northern Ireland Councils wish to appoint a Contractor to provide marketing and communications services for the Go For It programme. The Contractor will be responsible for devising and delivering a comprehensive marketing and communications plan for 2 years.

II.2.5) Award criteria

Quality criterion - Name: AC1 Strategic Solution / Weighting: 15.2

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan / Weighting: 15.2

Quality criterion - Name: AC3 Key Personnel Experience / Weighting: 15.2

Quality criterion - Name: AC4 Proposals for Research and Evaluation / Weighting: 9.6

Quality criterion - Name: AC5 Business Continuity / Weighting: 9.6

Quality criterion - Name: AC6 Creative Proposal / Weighting: 15.2

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 20

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: Yes

Identification of the project

Council has successfully sought ERDF funding. This has been agreed via InvestNI to run from 01st March 2021 through to 31st March 2023.

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: [2020/S 242-600277](#)

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

15 March 2021

V.2.2) Information about tenders

Number of tenders received: 3

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: 1

Number of tenders received by electronic means: 3

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

dbrennan@asgireland.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: £680,000

Total value of the contract/lot: £680,000

Section VI. Complementary information

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