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Contract

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

The Executive Office

F03: Contract award notice

Notice identifier: 2021/S 000-005534

Procurement identifier (OCID): ocds-h6vhtk-029186

Published 18 March 2021, 3:40pm

### **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.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**

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.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £2,000,000

## **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**

Quality criterion - Name: AC1 Strategic Solution / Weighting: 20

Quality criterion - Name: AC2 Creative Proposal / Weighting: 30.4

Quality criterion - Name: AC3 Media Strategy, Rationale and Plan / Weighting: 20

Quality criterion - Name: AC4 Key Personnel Experience / Weighting: 4.8

Quality criterion - Name: AC5 Contingency Planning and Business Continuity / Weighting: 4.8

Cost criterion - Name: AC6 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: No

### **II.2.14) Additional information**

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.

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## **Section IV. Procedure**

### **IV.1) Description**

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

Open procedure

Accelerated procedure

Justification:

The Contracting Authority proceeded 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-002591](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

ID 3351409 TEO - COVID Public Information Campaign

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 March 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 6

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: 6

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

#### **V.2.3) Name and address of the contractor**

GENESIS ADVERTISING LTD

33 College Gardens

BELFAST

BT9 6BT

Email

[helen.blakley@wearegenesis.co.uk](mailto:helen.blakley@wearegenesis.co.uk)

Telephone

+44 2890313344

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: £2,000,000

Total value of the contract/lot: £2,000,000

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## **Section VI. Complementary information**

### **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. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015'

Belfast

Country

United Kingdom

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

Precise information on deadline(s) for review procedures

CPD complied with the Public Contracts Regulations 2015 as amended and incorporated a standstill period i.e. a minimum of 10 calendar days at the point information on the award of contract was communicated to tenderers. That notification provided full information on the award decision. This provi