

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/006138-2021>

Contract

Media Buying Services

Procurement and Logistics Service
Belfast Health and Social Care Trust
Northern Health and Social Care Trust
South Eastern Health and Social Care Trust
Western Health and Social Care Trust
Southern Health and Social Care Trust
Regional Health and Social Care Board
Business Services Organisation
NI Ambulance Service Trust
NI Blood Transfusion Service
NI Medical and Dental Training Agency
NI Patient Client Council
NI Practice and Education Council for Nursing and Midwifery
NI Social Care Council
NI Fire and Rescue Services
NI Public Health Agency
NI Regulation and Quality Improvement Authority
NI Guardian Ad Litem Agency

F03: Contract award notice

Notice identifier: 2021/S 000-006138

Procurement identifier (OCID): ocds-h6vhtk-029f6c

Published 25 March 2021, 4:56pm

Section I: Contracting authority

I.1) Name and addresses

Procurement and Logistics Service

77 Boucher Crescent

Belfast

BT12 6HU

Email

bsourcing@hscni.net

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 Health and Social Care Trust

A Floor, Belfast City Hospital, Lisburn Road

Belfast

BT9 7AB

Email

bsourcing@hscni.net

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

Northern Health and Social Care Trust

Bretten Hall, Bush Road

Antrim

BT41 2RL

Email

bsourcing@hscni.net

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

South Eastern Health and Social Care Trust

Ulster Hospital, Upper Newtownards Rd

Belfast

BT16 1RH

Email

bsourcing@hscni.net

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

Western Health and Social Care Trust

Altnagelvin Area Hospital, Glenshane Road

Londonderry

BT47 6SB

Email

bsourcing@hscni.net

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

Southern Health and Social Care Trust

Craigavon Area Hospital, 68 Lurgan Road

Portadown

BT63 5QQ

Email

bsourcing@hscni.net

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

Regional Health and Social Care Board

12-22 Linenhall Street

Belfast

BT2 8BS

Email

bso.sourcing@hscni.net

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

Business Services Organisation

2 Franklin Street

Belfast

BT2 8DQ

Email

bsourcing@hscni.net

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

NI Ambulance Service Trust

Knockbracken Healthcare Park, Saintfield Road

Belfast

BT8 8SG

Email

bsourcing@hscni.net

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

NI Blood Transfusion Service

Lisburn Road

Belfast

BT9 7TS

Email

bsourcing@hscni.net

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

NI Medical and Dental Training Agency

Beechill House, 42 Beechill Rd

Belfast

BT8 7RL

Email

bsourcing@hscni.net

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

NI Patient Client Council

1st Floor, Ormeau Baths 18 Ormeau Avenue

Belfast

BT2 8HS

Email

bsourcing@hscni.net

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

NI Practice and Education Council for Nursing and Midwifery

Centre House, 79 Chichester St

Belfast

BT1 4JE

Email

bsourcing@hscni.net

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

NI Social Care Council

Millennium House, 19-25 Great Victoria St

Belfast

BT2 7AQ

Email

bsourcing@hscni.net

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

NI Fire and Rescue Services

1 Seymour Street

Lisburn

BT27 4SX

Email

bsourcing@hscni.net

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

NI Public Health Agency

Linenhall Street Unit, 12-22 Linenhall Street

Belfast

BT2 8BS

Email

bsourcing@hscni.net

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

NI Regulation and Quality Improvement Authority

9th Floor Riverside Tower, 5 Lanyon Place

Belfast

BT1 3BT

Email

bsourcing@hscni.net

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

NI Guardian Ad Litem Agency

Centre House, 79 Chichester Street

Belfast

BT1 4JE

Email

bsourcing@hscni.net

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

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying Services

Reference number

3096553

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Media Buying Services

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £21,159,990.33

II.2) Description

II.2.1) Title

Lot 1 - Publication Advertising

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN - NORTHERN IRELAND

II.2.4) Description of the procurement

Media Buying Services

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Cost criterion - Name: Price / Weighting: 60

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) Description

II.2.1) Title

Lot 2 - Targeted Media for Recruitment and Related Advertising

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN - NORTHERN IRELAND

II.2.4) Description of the procurement

Media Buying Services

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

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) Description

II.2.1) Title

Lot 3 - Recruitment Events Support

Lot No

3

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN - NORTHERN IRELAND

II.2.4) Description of the procurement

Media Buying Services

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

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

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2019/S 222-544556](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

Lot 1 - Publication Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 March 2021

V.2.2) Information about tenders

Number of tenders received: 1

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: 1

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 02890802020

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: £7,779,618

Total value of the contract/lot: £8,327,115.33

Section V. Award of contract

Contract No

2

Lot No

2

Title

Lot 2 - Targeted Media for Recruitment and Related Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 March 2021

V.2.2) Information about tenders

Number of tenders received: 1

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: 1

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 02890802020

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: £2,139,556

Total value of the contract/lot: £9,009,000

Section V. Award of contract

Contract No

3

Lot No

3

Title

Lot 3 - Recruitment Events Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 March 2021

V.2.2) Information about tenders

Number of tenders received: 1

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: 1

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 02890802020

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: £1,372,546

Total value of the contract/lot: £3,823,875

Section VI. Complementary information

VI.3) Additional information

In Section 1.2 it is stated that this procurement is a joint procedure and contract award is by a central purchasing body. This contract. is not a joint contract, it is a central purchasing body contract operated by BSOPALS on behalf of the participants listed in Section 1.1.. The values stated in II.1.7) and V.2.4) are the highest values associated with the contract/lot and includes all potential contract extension. options and accounts for a potential increase in activity/requirements. It is not a commitment or guarantee of demand. This is an estimated value which was evaluated in line with the Tender Evaluation Methodology and Marking Scheme.

VI.4) Procedures for review

VI.4.1) Review body

Business Services Organisation

77 Boucher Crescent

Belfast

BT12 6HU

Country

United Kingdom