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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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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**

[bsourcing@hscni.net](mailto: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**

Business Services Organisation

2 Franklin Street

Belfast

BT2 8DQ

### **Email**

[bsourcing@hscni.net](mailto: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](mailto: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](mailto: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](mailto:bsourcing@hscni.net)

### **Country**

United Kingdom

### **NUTS code**

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### **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](mailto:bsourcing@hscni.net)

**Country**

United Kingdom

**NUTS code**

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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](mailto: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](mailto:bsourcing@hscni.net)

**Country**

United Kingdom

**NUTS code**

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**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](mailto: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](mailto: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](mailto: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](mailto:bsourcing@hscni.net)

### **Country**

United Kingdom

### **NUTS code**

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Main address

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## **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

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## **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

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## **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](#)

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## **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](mailto: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

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## **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](mailto: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

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## **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](mailto: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

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## **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