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Award

## **Extension to Marketing contract - Go For it Programme**

Lisburn and Castlereagh City Council

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-007966

Procurement identifier (OCID): ocds-h6vhtk-03b432

Published 20 March 2023, 11:03am

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

Lisburn and Castlereagh City Council

Island Civic Centre Lagan Valley Island The Island

Lisburn

BT27 4RL

#### **Email**

[kathryn.cahill@lisburncastlereagh.gov.uk](mailto:kathryn.cahill@lisburncastlereagh.gov.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**

Regional or local authority

#### **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Extension to Marketing contract - Go For it Programme

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

An extension to the contract for the Provision of marketing and communications services for the Go For It programme will be via a single regional contract in order to achieve maximum economies of scale and ensuring consistency of delivery.

The Contractor is responsible for devising and delivering a comprehensive marketing and communications plan. The overall objective of the plan is to create awareness and engagement of the Go For It programme across Northern Ireland such that annual targets are met.

#### **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: £150,000

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

### **II.2.4) Description of the procurement**

An extension to the contract for the Provision of marketing and communications services for the Go For It programme via a single regional contract in order to achieve maximum economies of scale and ensuring consistency of delivery.

The Contractor is responsible for devising and delivering a comprehensive marketing and communications plan. The overall objective of the plan is to create awareness and engagement of the Go For It programme across Northern Ireland such that annual targets are met.

### **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

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

The overall Go for It Programme has been extended while the contracting authority awaits a new 11 council programme to begin. This has necessitated an extension of the marketing contract with Anderson Splatt Group Ltd (ASG) for a 6 month period.

The extension with ASG is required pursuant to Regulation 72 (1) (b) and Regulation 72 (1) (c) of the PCR 2015 as a replacement contractor would require considerable time to familiarise themselves with the complexities of the requirements of the contract which would be costly for the programme - especially as the timeframe is brief. The programme is operating in a difficult economic environment and a good level of knowledge is required to fulfil the requirements of the scope of the tender.

Regulation 72 (1) (c) permits this extension due to unforeseen circumstances which a diligent contracting authority could not have foreseen, the overall nature of the contract is not altered and the Modification value does not exceed 50 % of the original contract value.

The original procurement of the contractor envisaged that the current contract would complete in March 2023 and it was planned that European Regional Development Funds would be exhausted at that point. The contracting authority has planned for the Entrepreneurship Support Service (ESS) to support the Northern Ireland Business Start-Up Programme (NIBSUP). However, the main funding for ESS shall come from the Shared prosperity fund (SPF) in Northern Ireland. The contracting authority could not have foreseen the delay to the roll out of SPF and this has resulted in a new start-up date for ESS of 1 October 2023. This necessitated an unplanned extension of NIBSUP to 30 September 2023.

Regulation 72(1) (b) further permits this extension: as additional services by the original contractor have become necessary and were not included in the initial procurement, where a change of contractor -

(i) cannot be made for economic or technical reasons such as requirements of interchangeability or interoperability with existing equipment, services or installations procured under the initial procurement; or

(ii) would cause significant inconvenience or substantial duplication of costs for the contracting authority, provided that any increase in price does not exceed 50% of the value of the original contract.

If the contracting authority was required to engage a new contractor to provide the marketing services of the Go for It Programme, this would lead to a significant inconvenience and duplication of costs for the contracting authority as there is a significant transitional period from the termination of the existing contract to the date that a replacement contractor would fulfil the services, this would lead to significant inconvenience and the contracting authority would be required to substantially duplicate its costs to ensure a 6 month contract would be commercially viable for a replacement contractor.

The existing contract shall be extended until 30 September 2023 on the same terms and conditions. There shall be no increase in the tendered rates paid to the contractor

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

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

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

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

16 March 2023

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

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

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

Anderson Spratt Group

Belfast

Email

[info@asgandpartners.com](mailto:info@asgandpartners.com)

Country

United Kingdom

NUTS code

- UKN06 - Belfast

Internet address

<https://www.asgandpartners.com/>

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £150,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Lisburn Castlereagh Council

Lisburn

Country

United Kingdom