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Contract

## **ID 3793832 DfE SWC - Delivery of Advertising, Public Relations and Related Services for South West College (FASTER Project)**

South West College

F03: Contract award notice

Notice identifier: 2022/S 000-010606

Procurement identifier (OCID): ocds-h6vhtk-03300c

Published 25 April 2022, 2:16pm

### **Section I: Contracting authority**

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

South West College

2 Mountjoy Road

Omagh

BT79 7AH

#### **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.2) Information about 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**

General public services

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## **Section II: Object**

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

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

ID 3793832 DfE SWC - Delivery of Advertising, Public Relations and Related Services for South West College (FASTER Project)

Reference number

ID 3793832

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

- 79341000 - Advertising services

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

Services

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

South West College (SWC) (the Client) wishes to appoint a Contractor to provide advertising, public relations and related services to promote the FASTER Project of which the college is one of seven project partners. Tenderers should refer to the specification document for further information.

### **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: £260,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79951000 - Seminar organisation services
- 79950000 - Exhibition, fair and congress organisation services
- 79952000 - Event services
- 79956000 - Fair and exhibition organisation services

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

NUTS codes

- UKN - Northern Ireland

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

South West College (SWC) (the Client) wishes to appoint a Contractor to provide advertising, public relations and related services to promote the FASTER Project of which the college is one of seven project partners. Tenderers should refer to the specification document for further information.

### **II.2.5) Award criteria**

Quality criterion - Name: AC1 Strategic Solution / Weighting: 20.3

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan / Weighting: 25.2

Quality criterion - Name: AC3 Key Personnel Experience / Weighting: 9.8

Quality criterion - Name: AC4 Business Continuity / Weighting: 9.8

Quality criterion - Name: AC5 Proposed Methodology for Event Support Services / Weighting: 4.9

Cost criterion - Name: AC6 Total Media Plan Cost / Weighting: 15

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 10

Cost criterion - Name: AC8 Event Support Services / Weighting: 5

### **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

The European Union's INTERREG VA Programme

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

The figure in II.1.7 is a maximum estimated contract value. No guarantee is given as to the value of work to be placed throughout the lifetime of this contract.

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## **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: [2022/S 015-036901](#)

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## **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**

25 April 2022

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

Number of tenders received: 4

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: 4

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

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

krow Group Ltd

2nd Floor, Hildon House, 30-34 Hill Street

Belfast

BT1 2LA

Telephone

+44 2890664444

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: £260,000

Total value of the contract/lot: £260,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The successful contractor's performance on the contract will be regularly monitored in line with PGN 01/12. 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 Certificate of Unsatisfactory Performance and the contract may be terminated.. The issue of a Certificate of Unsatisfactory Performance will 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 for a period of twelve months from the date of issue of the certificate. The Authority expressly reserves the rights: (I). not to award any contract as a result of the procurement process commenced by publication of this notice; (II). to make whatever changes it may see fit to the content and structure of the tendering Competition; (III). to award (a) contract(s) in respect of any part(s) of the [services] covered by this notice; and (IV). to award contract(s) in stages . And in no circumstances will the Authority be liable for any costs incurred by candidates..

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

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

The UK does not have any such bodies with responsibility for appeal/mediation procedures. 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 as amended.

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 provided time for the unsuccessful tenderers to challenge the award decision before the contract was entered into.