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Tender

## **ID 3420850 - DEPARTMENT FOR COMMUNITIES (DFC) ADVERTISING CAMPAIGNS AND RELATED SERVICES**

Department for Communities

F02: Contract notice

Notice identifier: 2021/S 000-010868

Procurement identifier (OCID): ocids-h6vhtk-02b1e5

Published 17 May 2021, 4:15pm

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

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

Department for Communities

Causeway Exchange 1-7 Bedford Street

BELFAST

BT2 7EG

#### **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.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etendersni.gov.uk/epps>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etendersni.gov.uk/epps>

Tenders or requests to participate must be submitted to the above-mentioned address

### **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 3420850 - DEPARTMENT FOR COMMUNITIES (DFC) ADVERTISING CAMPAIGNS AND RELATED SERVICES

Reference number

ID 3420850

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

- 79340000 - Advertising and marketing services

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

Services

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

The Department for Communities wishes to appoint a Contractor to provide advertising campaigns and related services to promote and support the delivery of information on the ongoing implementation of Universal Credit, promote the Department's JobStart scheme, promote the Department's Make the Call benefit uptake 'wraparound scheme', promote the Department's Discretionary Support scheme, promote the support available as part of the Department's Advisor Discretion Fund, promote the services of the Department's Child Maintenance Service (CMS), and/encourage customers to move from a Post Office card account to a bank/ building society or Credit Union account.

### **II.1.5) Estimated total value**

Value excluding VAT: £1,500,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 79341000 - Advertising 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 Department for Communities wishes to appoint a Contractor to provide advertising campaigns and related services to promote and support the delivery of information on the

ongoing implementation of Universal Credit, promote the Department's JobStart scheme, promote the Department's Make the Call benefit uptake 'wraparound scheme', promote the Department's Discretionary Support scheme, promote the support available as part of the Department's Advisor Discretion Fund, promote the services of the Department's Child Maintenance Service (CMS), and/encourage customers to move from a Post Office card account to a bank/ building society or Credit Union account.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £1,500,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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 figure in II.2.6 is an estimated maximum contract value.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

as per Tender documentation

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

as per Tender documentation

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

17 June 2021

Local time

3:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 15 September 2021

#### **IV.2.7) Conditions for opening of tenders**

Date

17 June 2021

Local time

3:30pm

Information about authorised persons and opening procedure

Only CPD Procurement Staff with access to the project on eTendersNI.

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## Section VI. Complementary information

### VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Following the expiry of this contract, the client may require a further contract for

this service

### VI.3) Additional information

Contract Monitoring. The successful contractor's performance on the contract will be regularly monitored. 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.

Belfast

Country

United Kingdom

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

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 (as ammended) and, where. appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into..