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Contract

# 23\_04\_01 Social Media - Facebook

NHS Business Services Authority

F03: Contract award notice

Notice identifier: 2023/S 000-011555

Procurement identifier (OCID): ocds-h6vhtk-03c34f

Published 21 April 2023, 3:42pm

# **Section I: Contracting authority**

## I.1) Name and addresses

NHS Business Services Authority

Stella House, Goldcrest Way, Newburn Riverside

Newcastle upon Tyne

**NE15 8NY** 

#### Contact

**Commercial Services** 

#### **Email**

nhsbsa.commercialservicesteam@nhs.net

#### Country

**United Kingdom** 

#### Region code

UKC22 - Tyneside

Internet address(es)

Main address

https://www.nhsbsa.nhs.uk/

Buyer's address

https://www.nhsbsa.nhs.uk/

# 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

23 04 01 Social Media - Facebook

#### II.1.2) Main CPV code

• 79341000 - Advertising services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The scope of the contract includes the provision of the following Facebook services: Social media advertising campaigns to raise awareness or promote actions.

#### 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

• UK - United Kingdom

### II.2.4) Description of the procurement

The scope of the contract includes the provision of the following Facebook services: Social media advertising campaigns to raise awareness or promote actions.

#### II.2.5) Award criteria

Price

### 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

Award of a contract without prior publication of a call for competition in the cases listed below

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

#### Explanation:

Reg.32(2)(b)(ii) – Technical Reasons - There is only one supplier who can facilitate the requirements.

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

The procurement is covered by the Government Procurement Agreement: Yes

## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

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

21 April 2023

#### V.2.2) Information about tenders

Number of tenders received: 1

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

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

Facebook

1 Rathbone Square, London, United Kingdom

London

W1T 1PB

Country

**United Kingdom** 

**NUTS** code

• UKI4 - Inner London - East

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £150,000

Lowest offer: £150,000 / Highest offer: £150,000 taken into consideration

# **Section VI. Complementary information**

# VI.4) Procedures for review

VI.4.1) Review body

NHS Business Services Authority

Stella House, Goldcrest Way, Newburn Riverside

Newcastle upon Tyne

**NE15 8NY** 

Country

United Kingdom

Internet address

https://www.nhsbsa.nhs.uk/