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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.commercialserviceteam@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:
 - 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/>