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Contract

## **PSNI - Advertising Services for External Police Staff Recruitment**

Police Service of Northern Ireland PSNI

F03: Contract award notice

Notice identifier: 2021/S 000-014776

Procurement identifier (OCID): ocds-h6vhtk-029aea

Published 29 June 2021, 9:25am

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

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

Police Service of Northern Ireland PSNI

c/o CPD, Clare House, 303 Airport Road West

BELFAST

BT3 9ED

#### **Contact**

Justice Sector Procurement

#### **Email**

[justice.cpd@finance-ni.gov.uk](mailto:justice.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**

Public order and safety

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## **Section II: Object**

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

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

PSNI - Advertising Services for External Police Staff Recruitment

Reference number

ID 3440230

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

- 79341000 - Advertising services

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

Services

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

The Police Service of Northern Ireland requires a Service Provider to deliver advertising and related services to support the advertisement of External Police Staff Recruitment competitions. The Service Provider will develop an overarching Media Strategy to support all aspects of External Police Staff Recruitment including Media planning and buying, design and copy writing to support our recruitment outreach plan to reach suitably qualified candidates, particularly those from under-represented groups, to ensure the Police Service of Northern Ireland is seen as an employer of choice.

#### **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: £2,893,000

### **II.2) Description**

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

- 79341200 - Advertising management services
- 79600000 - Recruitment services

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

NUTS codes

- UKN0 - Northern Ireland

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

The Police Service of Northern Ireland requires a Service Provider to deliver advertising and related services to support the advertisement of External Police Staff Recruitment competitions. The Service Provider will develop an overarching Media Strategy to support all aspects of External Police Staff Recruitment including Media planning and buying, design and copy writing to support our recruitment outreach plan to reach suitably qualified candidates, particularly those from under-represented groups, to ensure the Police Service of Northern Ireland is seen as an employer of choice.

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

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Price / Weighting: 20

### **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**

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: [2021/S 000-004985](#)

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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**

21 June 2021

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

Number of tenders received: 2

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: 2

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

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

"Withheld for Security Reasons"

Belfast

Email

[justice.cpd@finance-ni.gov.uk](mailto:justice.cpd@finance-ni.gov.uk)

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: £2,893,000

Total value of the contract/lot: £2,893,000

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## **Section VI. Complementary information**

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

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

The UK does not currently have any such bodies with responsibilities for appeal/ mediation procedures

Belfast

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

The UK does not currently have any such bodies with responsibilities for appeal/ mediation procedures

Belfast

Country

United Kingdom