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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): ocids-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

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

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

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](#)

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

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

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