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Contract

RM6124 DPS Call of contract for Public Behaviour Change Campaign

Care Quality Commission

F03: Contract award notice

Notice identifier: 2022/S 000-015147

Procurement identifier (OCID): ocds-h6vhtk-02d0ff

Published 31 May 2022, 9:56am

Section I: Contracting authority

I.1) Name and addresses

Care Quality Commission

Citygate, Gallowgate

Newcastle upon Tyne

NE1 4PA

Contact

Commercial and Contracts Team

Email

commercialcontracts@cqc.org.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.cqc.org.uk/>

Buyer's address

<https://www.cqc.org.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

RM6124 DPS Call of contract for Public Behaviour Change Campaign

Reference number

CQC EP&S 009

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

DPS Call-Off contract for Public Behaviour Change Campaign Services.

This procurement was undertaken through the CCS Communications Marketplace Dynamic Marketplace DPS (RM6124) following the further competition process. The contract is awarded for an initial period of 1 year with option to extend for a further 24 month at 12 month intervals

Total awarded value is the max budget

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: £308,333.33

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This procurement was undertaken through the CCS Communications Marketplace Dynamic Marketplace Dynamic Purchasing Agreement (RM6124). The Call-Off contract was awarded following further competition process.

The agency will help develop and adapt our campaign strategy and platform, deliver targeted social media advertising (using their buying power to achieve economies CQC can't) and provide evaluation of delivery to measure outtakes and outcomes and demonstrate value for money.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80%

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

Restricted 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 000-018833](#)

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

19 May 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

Grayling

8th Floor, Holborn Gate 26 Southampton Buildings

London

WC2A 1AN

Country

United Kingdom

NUTS code

- UKI31 - Camden and City of London

National registration number

03140273

Internet address

<http://www.atomicpr.co.uk>

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: £308,333.33

Total value of the contract/lot: £308,333.33

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Strand

London

WC2A 2LL

Email

website.enquiries@judiciary.gsi.gov.uk

Country

United Kingdom

Internet address

<https://www.justice.gov.uk/>