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Tender

## **ID 5220572 - Delivery of Campaign Advertising Services for the Further Education (FE) NI Colleges**

FE South Eastern Regional College  
FE Belfast Metropolitan College  
FE Northern Regional College  
FE North West Regional College  
FE Southern Regional College  
FE South West College

F02: Contract notice

Notice identifier: 2024/S 000-015312

Procurement identifier (OCID): ocids-h6vhtk-045978

Published 14 May 2024, 2:21pm

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

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

FE South Eastern Regional College

Victoria Avenue

Newtownards

BT23 7EH

#### **Email**

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

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.serc.ac.uk/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

**I.1) Name and addresses**

FE Belfast Metropolitan College

The Gerald Moag Campus, 125-153 Millfield

Belfast

BT1 1HS

**Email**

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

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.belfastmet.ac.uk/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

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

FE Northern Regional College

Farm Lodge Buildings

Ballymena

BT43 7BN

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://www.nrc.ac.uk/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

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

FE North West Regional College

78-80 Strand Road

Londonderry

BT48 7AL

#### **Email**

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

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.nwrc.ac.uk/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

**I.1) Name and addresses**

FE Southern Regional College

Patrick Street

Newry

BT35 8DN

**Email**

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

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.src.ac.uk/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

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

FE South West College

2 Mountjoy Road

Omagh

BT79 7AH

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://swc.ac.uk/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

### **I.2) Information about joint procurement**

The contract involves joint procurement

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etendersni.gov.uk/epps>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

#### **I.4) Type of the contracting authority**

Body governed by public law

#### **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

ID 5220572 - Delivery of Campaign Advertising Services for the Further Education (FE) NI Colleges

Reference number

ID 5220572

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

- 79341000 - Advertising services

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

Services

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

The six regional FE NI Colleges wish to collaborate to award a Contract for the provision of their advertising services. The requirement consists of the provision of advertising services to the Colleges, both online and offline. A full agency approach is required, with elements of production, media buying, media placement, project management and detailed evaluation for each campaign. The Supplier may be required to facilitate single sector or joint College advertising campaigns. The administering College, on behalf of the FE NI Colleges, will be the South Eastern Regional College (SERC). No guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. Full details of requirements are set out in the Specification document (ID 5220572 – Specification).

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

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

NUTS codes

- UKN - Northern Ireland

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

The six regional FE NI Colleges wish to collaborate to award a Contract for the provision of their advertising services. The requirement consists of the provision of advertising services to the Colleges, both online and offline. A full agency approach is required, with elements of production, media buying, media placement, project management and detailed evaluation for each campaign. The Supplier may be required to facilitate single sector or joint College advertising campaigns. The administering College, on behalf of the FE NI Colleges, will be the South Eastern Regional College (SERC). No guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. Full details of requirements are set out in the Specification document (ID 5220572 – Specification).

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £2,000,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

26

This contract is subject to renewal

Yes

Description of renewals



The Contract period shall commence on award (expected to be in August 2024) and will run for 26 months, with two options to extend for any period of up to and including 12 months each.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

Following the initial contract period, there are 2 options to extend for any period of up to and including 12 months each.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

#### **II.2.14) Additional information**

The value of this contract is estimated between £1,700,000 and £2,000,000 overall. The figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. This figure does not however take into account the application of indexation. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise (and an Economic Operator shall have no legitimate expectation that a contract will be entered into) until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

As per Tender documentation.

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As per Tender documentation.

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Contract performance will be subject to the conditions specified in the contract and the successful Supplier's performance on the contract will be regularly monitored.

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

13 June 2024

Local time

3:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 11 September 2024

#### **IV.2.7) Conditions for opening of tenders**

Date

13 June 2024

Local time

3:30pm

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

Contract Monitoring. The successful supplier's performance on the contract will be regularly monitored in line with the tender. documentation. Suppliers not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a supplier fails to reach satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and they may be issued with a Notice of Unsatisfactory Performance and the contract may be terminated. The issue of a Notice of Unsatisfactory Performance can result in the supplier being excluded from all procurement competitions being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy for a period of three years from the date of issue. The Authority expressly reserves the rights: (I). not to award any contract as a result of the procurement process commenced by publication of this notice; (II). to make whatever changes it may see fit to the content and structure of the tendering Competition; (III). to award (a) contract(s) in respect of any part(s) of the services covered by this notice; and (IV). to award contract(s) in stages. In no circumstances will the Authority be liable for any costs incurred by candidates. This project will be used to progress the Government's wider social, economic and environmental objectives.

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

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

The UK does not have any such bodies with responsibility for appeal/mediation procedures. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amended.

Belfast

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into.