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Contract

## **ID 3379248 DE - Department of Education Advertising Campaign - Addressing Educational Underachievement / Play Matters**

Department of Education

F03: Contract award notice

Notice identifier: 2021/S 000-015522

Procurement identifier (OCID): ocds-h6vhtk-02b38a

Published 6 July 2021, 10:55am

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

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

Department of Education

Rathgael House, Balloo Road

Bangor

BT19 7PR

#### **Email**

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

General public services

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

ID 3379248 DE - Department of Education Advertising Campaign - Addressing Educational Underachievement / Play Matters

Reference number

ID 3379248

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The Department of Education (DE) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. References should be made to the Specification Schedule for more detail on the level of services required.

#### **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: £700,000

### **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 Department of Education (DE) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. References should be made to the Specification Schedule for more detail on the level of services required.

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

Quality criterion - Name: AC1 Strategic Solution / Weighting: 22.4

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan / Weighting: 26.6

Quality criterion - Name: AC3 Proposals for Research and Evaluation / Weighting: 10.5

Quality criterion - Name: AC4 Key Personnel Experience / Weighting: 7

Quality criterion - Name: AC5 Business Continuity / Weighting: 3.5

Cost criterion - Name: AC6 Total Media Cost / Weighting: 20

Cost criterion - Name: AC Average Hourly Rate / Weighting: 10

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

Options: Yes

Description of options

After the initial contract period, there are 2 options to extend for 1 year each. Provisional timetable for recourse to the options: 24 months from the award of the contract.

#### **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 figure in II.1.7 is a maximum estimated contract value. No guarantee is given as to the value of work to be placed throughout the lifetime of this contract.

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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 000-011288](#)

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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**

5 July 2021

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

Number of tenders received: 1

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: 1

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

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

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

HOLYWOOD

BT18 9JQ

Email

[INFO@ARDMORE.CO.UK](mailto:INFO@ARDMORE.CO.UK)

Telephone

+44 2890425344

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: £700,000

Total value of the contract/lot: £700,000

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## **Section VI. Complementary information**

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

The successful contractor's performance on the contract will be regularly monitored in line with PGN 01/12. Contractors not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor 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 Certificate of Unsatisfactory Performance and the contract may be terminated. The issue of a Certificate of Unsatisfactory Performance will result in the contractor 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 twelve months from the date of issue of the certificate.. . 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.. . and in no circumstances will the Authority be liable for any costs incurred by candidates..

## **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 complied with the Public Contracts Regulations 2015 (as amended)