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Contract

## **ID 3843965 DfE - HEALTH AND SAFETY EXECUTIVE FOR NORTHERN IRELAND ADVERTISING CAMPAIGNS**

Health and Safety Executive for Northern Ireland

F03: Contract award notice

Notice identifier: 2022/S 000-015587

Procurement identifier (OCID): ocids-h6vhtk-0324ef

Published 7 June 2022, 10:15am

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

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

Health and Safety Executive for Northern Ireland

83 Ladas Drive

BELFAST

BT6 9FR

#### **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.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 3843965 DfE - HEALTH AND SAFETY EXECUTIVE FOR NORTHERN IRELAND  
ADVERTISING CAMPAIGNS

Reference number

ID 3843965

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

- 79300000 - Market and economic research; polling and statistics

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

Services

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

The Health and Safety Executive for Northern Ireland (HSENI) wishes to appoint an advertising agency to deliver advertising and related services for their advertising campaigns.

#### **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: £1,650,000

## **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

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

NUTS codes

- UKN - Northern Ireland

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

The Health and Safety Executive for Northern Ireland (HSENI) wishes to appoint an advertising agency to deliver advertising and related services for their advertising campaigns.

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

Quality criterion - Name: AC1 Media Strategy, Rationale and Media Plan / Weighting: 17.5

Quality criterion - Name: AC2 Proposals for Research and Evaluation / Weighting: 7

Quality criterion - Name: AC3 Strategic Solution / Weighting: 17.5

Quality criterion - Name: AC4 Creative Proposal / Weighting: 17.5

Quality criterion - Name: AC5 Key Personnel Experience / Weighting: 7

Quality criterion - Name: AC6 Business Continuity / Weighting: 3.5

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 10

Cost criterion - Name: AC8 Total Media Plan Cost / Weighting: 20

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

Options: Yes

Description of options

The contract is for a period of one year with the option to renew annually for a further three years. Contract extensions will only take place after an assessment which will include consideration of whether or not the service provider has performed in a satisfactory manner for the duration 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 total contract value in ii.1.7 is a maximum figure for the entire period of contract. As this is a demand driven contract, there is no guarantee of work or spend given.

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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: [2022/S 000-007765](#)

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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**

7 June 2022

#### **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**

GENESIS ADVERTISING LTD

33 College Gardens

BELFAST

BT9 6BT

Email

[tenders@wearegenesis.co.uk](mailto:tenders@wearegenesis.co.uk)

Telephone

+44 2890313344

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: £1,650,000

Total value of the contract/lot: £1,650,000

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## **Section VI. Complementary information**

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

Contract Monitoring. . Contract monitoring: the successful contractor's performance on the contract will be regularly monitored. 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 construction and procurement delivery (CPD) for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, this may be considered grounds for termination of the contract at your expense as provided for in the Conditions of Contract. In lieu of termination, CPD may issue a Notice of Written Warning or a Notice of Unsatisfactory Performance. A supplier in receipt of multiple Notices of Written Warning or a Notice of Unsatisfactory Performance may, in accordance with The Public Contracts Regulations 2015 (as amended), be excluded from future public procurement competitions for a period of. up to three years..

### **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) and incorporated a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract was communicated to tenderers. That notification provided full information on the award decision. This provided time for the unsuccessful tenderers to challenge the award decision before the contract was entered into.