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Tender

DAERA - Northern Ireland Climate Action advertising campaign

DAERA

Department of Agriculture Environment and Rural Affairs NI

F02: Contract notice

Notice identifier: 2021/S 000-015903

Procurement identifier (OCID): ocds-h6vhtk-02c591

Published 8 July 2021, 2:25pm

Section I: Contracting authority

I.1) Name and addresses

DAERA

Dundonald House, Upper Newtownards Rd, Ballymiscaw

BELFAST

BT4 9SB

Email

ssdadmin.copd@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.1) Name and addresses

Department of Agriculture Environment and Rural Affairs NI

Dundonald House

Belfast

BT4 3SB

Email

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 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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

DAERA - Northern Ireland Climate Action advertising campaign

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Department for Agriculture, Environment and Rural Affairs (DAERA) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is to engage audiences with climate change issues and drive awareness of the benefits and opportunities in taking action to tackle climate change, and specifically to engage people with DAERA's Northern Ireland Climate Action (NICA) initiative, which is being promoted primarily through DAERA's

public-facing MyNI website and social media channels: MyNI facebook MyNI twitter MyNI Instagram and Farming MyNI facebook group

II.1.5) Estimated total value

Value excluding VAT: £300,000

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 Department for Agriculture, Environment and Rural Affairs (DAERA) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is to engage audiences with climate change issues and drive awareness of the benefits and opportunities in taking action to tackle climate change, and specifically to engage people with DAERA's Northern Ireland Climate Action (NICA) initiative, which is being promoted primarily through DAERA's public-facing MyNI website and social media channels: MyNI facebook MyNI twitter MyNI Instagram and Farming MyNI facebook group

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: £300,000

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

Duration in months

6

This contract is subject to renewal

Yes

Description of renewals

The Client may, no later than two Months prior to the Initial Contract Period Expiry Date, give notice in writing to the Contractor to invite the Contractor to agree to extend the Contract for any period up to and including two periods of 12 months commencing from the Initial Contract Period Expiry Date.

II.2.10) Information about variants

Variants will be accepted: No

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

II.2.14) Additional information

The figure in II.2.6 is an estimated maximum contract value

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

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

10 August 2021

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: 8 November 2021

IV.2.7) Conditions for opening of tenders

Date

10 August 2021

Local time

3:30pm

Information about authorised persons and opening procedure

Only CPD Procurement Staff with access to the project on eTendersNI.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

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 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.

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 (as ammended) 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...