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Contract

ID 3420850 - DEPARTMENT FOR COMMUNITIES (DFC) ADVERTISING CAMPAIGNS AND RELATED SERVICES

Department for Communities

F03: Contract award notice

Notice identifier: 2021/S 000-017147

Procurement identifier (OCID): ocids-h6vhtk-02b1e5

Published 21 July 2021, 8:15am

Section I: Contracting authority

I.1) Name and addresses

Department for Communities

Causeway Exchange 1-7 Bedford Street

BELFAST

BT2 7EG

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.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

ID 3420850 - DEPARTMENT FOR COMMUNITIES (DFC) ADVERTISING CAMPAIGNS AND RELATED SERVICES

Reference number

ID 3420850

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Department for Communities wishes to appoint a Contractor to provide advertising campaigns and related services to promote and support the delivery of information on the ongoing implementation of Universal Credit, promote the Department's JobStart scheme, promote the Department's Make the Call benefit uptake 'wraparound scheme', promote the Department's Discretionary Support scheme, promote the support available as part of

the Department's Advisor Discretion Fund, promote the services of the Department's Child Maintenance Service (CMS), and/encourage customers to move from a Post Office card account to a bank/ building society or Credit Union account.

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: £1,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising 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 Communities wishes to appoint a Contractor to provide advertising campaigns and related services to promote and support the delivery of information on the ongoing implementation of Universal Credit, promote the Department's JobStart scheme, promote the Department's Make the Call benefit uptake 'wraparound scheme', promote the Department's Discretionary Support scheme, promote the support available as part of the Department's Advisor Discretion Fund, promote the services of the Department's Child Maintenance Service (CMS), and/encourage customers to move from a Post Office card account to a bank/ building society or Credit Union account.

II.2.5) Award criteria

Quality criterion - Name: AC1 - Strategic Solution / Weighting: 16.8

Quality criterion - Name: AC2 - Media Strategy, Rationale and Plan / Weighting: 18.9

Quality criterion - Name: AC3 - Proposals for Research and Evaluation / Weighting: 4.9

Quality criterion - Name: AC4 - Creative Proposal / Weighting: 20.3

Quality criterion - Name: AC5 - Key Personnel Experience / Weighting: 4.9

Quality criterion - Name: AC6 - Contingency Planning and Business Continuity / Weighting: 4.2

Cost criterion - Name: AC7 - Total Media Plan Cost / Weighting: 10

Cost criterion - Name: AC8 - Average Hourly Rate / 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

II.2.14) Additional information

The figure in II.1.7 is an estimated maximum contract value

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 000-010868](#)

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

20 July 2021

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

NAVIGATOR BLUE LTD

The Baths

BELFAST

BT2 8HS

Email

b.scott@navigatorblue.com

Telephone

+44 2890246722

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: £1,500,000

Total value of the contract/lot: £1,500,000

Section VI. Complementary information

VI.3) Additional information

Contract Monitoring. 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..

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.