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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): ocds-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](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 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

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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 000-010868](#)

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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**

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](mailto: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.