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Contract

## **T1612 - Provision of an Advertising Placement Service**

Northern Ireland Housing Executive

F03: Contract award notice

Notice identifier: 2023/S 000-017378

Procurement identifier (OCID): ocds-h6vhtk-03bd9d

Published 19 June 2023, 3:58pm

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

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

Northern Ireland Housing Executive

2 Adelaide Street

Belfast

BT2 8BP

#### **Email**

[katernyna.houston@nihe.gov.uk](mailto:katernyna.houston@nihe.gov.uk)

#### **Country**

United Kingdom

#### **Region 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**

Housing and community amenities

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

T1612 - Provision of an Advertising Placement Service

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

- 79341100 - Advertising consultancy services

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

Services

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

The Housing Executive wishes to establish a Contract for the provision of an Advertising Placement Service. This will primarily consist of placing public notices within various media and providing advertising and related services to support Housing Executive external recruitment competitions. The Contractor will negotiate with media to agree a set of rates for classified and recruitment advertising which both maximise the Housing Executive's

position in the marketplace and deliver value for money.

### **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: £1,340,000

## **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKN0 - Northern Ireland

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

The Housing Executive wishes to establish a Contract for the provision of an Advertising Placement Service. This will primarily consist of placing public notices within various media and providing advertising and related services to support Housing Executive external recruitment competitions. The Contractor will negotiate with media to agree a set of rates for classified and recruitment advertising which both maximise the Housing Executive's position in the marketplace and deliver value for money.

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

Quality criterion - Name: Quality / Weighting: 50

Cost criterion - Name: Cost / Weighting: 50

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

Options: Yes

Description of options

The contract will be for an initial 36 month period Initial Contract Period with an option to extend for any period or periods up to and including 24 months.

### **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 contract will be for an initial 36 month period with an option to extend for any period or periods up to and including 24 months. The contract value provided in section II.1.7 in this notice is the value for the maximum Contract Period including all potential extension periods.

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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: [2023/S 000-010288](#)

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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**

19 June 2023

#### **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**

ANDERSON SPRATT GROUP LTD

Anderson House

BELFAST

BT4 2GU

Email

[dbrennan@asgireland.com](mailto:dbrennan@asgireland.com)

Telephone

+44 2890802020

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: £1,300,000

Total value of the contract/lot: £1,340,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Royal Courts of Justice

Chichester Street

Belfast

Email

[adminoffice@courtsni.gov.uk](mailto:adminoffice@courtsni.gov.uk)

Telephone

+44 3002007812

Country

United Kingdom

Internet address

<http://www.courtsni.gov.uk>