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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): ocids-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

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

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.

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](#)

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

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

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

Telephone

+44 3002007812

Country

United Kingdom

Internet address

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