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Tender

## **ID 4090650 - DoF - Search Engine Advertising for the NI Direct Website**

Department of Finance

F02: Contract notice

Notice identifier: 2022/S 000-019808

Procurement identifier (OCID): ocds-h6vhtk-035408

Published 20 July 2022, 4:56pm

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

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

Department of Finance

303 Airport Road West

BELFAST

BT3 9ED

#### **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://www.finance-ni.gov.uk/>

Buyer's address

<https://etendersni.gov.uk/epps>

### **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

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## **Section II: Object**

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

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

ID 4090650 - DoF - Search Engine Advertising for the NI Direct Website

Reference number

ID 4090650

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

- 72414000 - Web search engine providers

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

## Services

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

The Client wishes to appoint a Contractor to provide a service which allows the Client to advertise specific pages and services on the NI Direct website on Google. The Contractor would also be required to provide support and advice to the Client in developing its online advertising strategy. Tenderers should refer to the Specification Schedule for further details.

### **II.1.5) Estimated total value**

Value excluding VAT: £240,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 72000000 - IT services: consulting, software development, Internet and support
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

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

NUTS codes

- UKN0 - Northern Ireland

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

The Client wishes to appoint a Contractor to provide a service which allows the Client to advertise specific pages and services on the NI Direct website on Google. The Contractor would also be required to provide support and advice to the Client in developing its online advertising strategy. Tenderers should refer to the Specification Schedule for further details.

### **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: £240,000

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

Duration in months

36

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

After the initial contract period of three years, there are three options to extend the contract by up to one year each.

**II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

22 August 2022

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: 20 November 2022

#### **IV.2.7) Conditions for opening of tenders**

Date

22 August 2022

Local time

3:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **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.

### **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 will comply with the Public Contracts Regulations 2015 (as amended) 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.