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Contract

Increasing feedback through Digital Advertising

Care Quality Commission

F03: Contract award notice

Notice identifier: 2024/S 000-020038

Procurement identifier (OCID): ocds-h6vhtk-02d0ff

Published 2 July 2024, 9:54am

Section I: Contracting authority

I.1) Name and addresses

Care Quality Commission

Citygate, Gallowgate

Newcastle upon Tyne

NE1 4PA

Contact

Commercial and Contracts Team

Email

commercialcontracts@cqc.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.cqc.org.uk/>

Buyer's address

<https://www.cqc.org.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Increasing feedback through Digital Advertising

Reference number

CQC EP&S 063

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The Care Quality Commission (CQC) requires a supplier that specialises in digital marketing to support our planned public behaviour change campaign work in the 24/25

business year.

This procurement was undertaken through the CCS Communications Marketplace DPS (RM6124) following the Further Competition process.

The Contract is awarded for an initial period of 10 months with an option to extend for up to 12 months.

Total Awarded Value is maximum of all charges including any optional contract extensions.

Contract Reference: CQC EP&S 063

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: £123,503.33

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This procurement was undertaken through the CCS Communications Marketplace DPS (RM6124) following the Further Competition process.

The Contract is awarded for an initial period of 10 months with an option to extend for up to 12 months.

Total Awarded Value is maximum of all charges including any optional contract

extensions.

Contract Reference: CQC EP&S 063

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75

Price - Weighting: 25

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for up to a further 12 months, for a total contract term of 22 months including optional extension.

II.2.13) Information about European Union Funds

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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 000-018833](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

10 June 2024

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 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

Barley Communications Limited

71-75 Shelton Street

London

WC2H 9JQ

Telephone

+44 7949607029

Country

United Kingdom

NUTS code

• UKI3 - Inner London – West

National registration number

10043675

Internet address

www.barleycommunications.co.uk

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: £123,503.33

Total value of the contract/lot: £123,503.33

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court (Technology and Construction Court)

Rolls Building, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

Internet address

<https://www.gov.uk/courts-tribunals/technology-and-construction-court>