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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](mailto: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

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**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

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## **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](#)

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## **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](http://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

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**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>