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Contract

## **RM6124 DPS Call off contract for Channel Shift Behavior Change Campaign**

Care Quality Commission

F03: Contract award notice

Notice identifier: 2022/S 000-020662

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

Published 28 July 2022, 3:37pm

### **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

#### **NUTS 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**

RM6124 DPS Call off contract for Channel Shift Behavior Change Campaign

Reference number

CQC EP&S 020

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

- 79341400 - Advertising campaign services

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

Services

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

DPS Call-Off contract for Channel Shift Behavior Change Campaign Services.

This procurement was undertaken through the CCS Communications Marketplace Dynamic Marketplace DPS (RM6124) following the further competition process.

The contract is awarded for an initial period of 8.5 months with the option to extend for a further 3 months

Total awarded value is the max budget

#### **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: £82,700

### **II.2) Description**

#### **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 Dynamic Marketplace Dynamic Purchasing Agreement (RM6124). The Call-Off contract was awarded following further competition process.

The agency will provide support to develop campaign strategies across two key areas of our strategy implementation:

- Implementation of our new regulatory model - Preparing and informing providers so they are ready for the implementation of our new approach.
- Channel shift strategy - A creative behavior change approach to support moving provider interactions with CQC to new digital services

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

Quality criterion - Name: Quality / Weighting: 70%

Price - Weighting: 30%

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

Options: No

#### **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**

27 July 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £82,700

Total value of the contract/lot: £82,700

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## Section VI. Complementary information

### VI.4) Procedures for review

#### VI.4.1) Review body

High Court of England and Wales

Strand

London

WC2A 2LL

Email

[website.enquiries@judiciary.gsi.gov.uk](mailto:website.enquiries@judiciary.gsi.gov.uk)

Country

United Kingdom

Internet address

<https://www.justice.gov.uk/>