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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): ocds-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

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

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

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

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

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

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

Country

United Kingdom

Internet address

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