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Contract

## **DOJ - New Domestic Abuse Offence Public Awareness Campaign**

Department of Justice

F03: Contract award notice

Notice identifier: 2021/S 000-021900

Procurement identifier (OCID): ocids-h6vhtk-02ae9b

Published 3 September 2021, 2:45pm

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

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

Department of Justice

C/O 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://etendersni.gov.uk/epps>

Buyer's address

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

#### **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**

DOJ - New Domestic Abuse Offence Public Awareness Campaign

Reference number

ID 3438687

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

- 79341000 - Advertising services

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

Services

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

The Department of Justice wishes to appoint an agency to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is two-fold. Firstly and most importantly, it seeks to inform the public about the introduction of a new domestic abuse offence; and secondly, it seeks to continue to raise awareness of the issue of domestic abuse, a significant problem affecting all sections of our community.

#### **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: £530,000

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

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

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

NUTS codes

- UKN0 - Northern Ireland

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

The Department of Justice wishes to appoint an agency to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is two-fold. Firstly and most importantly, it seeks to inform the public about the introduction of a new domestic abuse offence; and secondly, it seeks to continue to raise awareness of the issue of domestic abuse, a significant problem affecting all sections of our community.

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

Quality criterion - Name: AC1 Strategic Solution / Weighting: 15.4

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan / Weighting: 20.3

Quality criterion - Name: AC3 Proposals for Research and Evaluation / Weighting: 4.9

Quality criterion - Name: AC4 Key Personnel Experience / Weighting: 4.9

Quality criterion - Name: AC5 Business Continuity / Weighting: 4.2

Quality criterion - Name: AC6 Creative Proposal / Weighting: 20.3

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 10

Cost criterion - Name: AC8 Total Media Cost / Weighting: 20

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

Options: Yes

Description of options

Two options to extend for any period up to and including 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-010026](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Contract

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 August 2021

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

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

This information is withheld for security reasons

BELFAST

Email

[SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

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: £530,000

Total value of the contract/lot: £530,000

## **Section VI. Complementary information**

### **VI.3) Additional information**

Contract Monitoring. The successful contractor's performance on the contract will be regularly monitored in line with PGN 01/12.. 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 complied with the Public Contracts Regulations 2015 (as amended) and incorporated a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract was communicated to tenderers. That notification provided full information on the award decision. This provided time for the unsuccessful tenderers to challenge the award decision before the contract was entered into.