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Tender

## **ID 4646910 - DAERA - CAFRE - Provision of Advertising Campaign Services**

DAERA - College of Agriculture, Food and Rural Enterprise CAFRE

F02: Contract notice

Notice identifier: 2023/S 000-023405

Procurement identifier (OCID): ocds-h6vhtk-03eeac

Published 10 August 2023, 1:46pm

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

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

DAERA - College of Agriculture, Food and Rural Enterprise CAFRE

45 Tirgracy Road

Antrim

BT41 4PS

#### **Email**

[ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

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

Buyer's address

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

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

### **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**

ID 4646910 - DAERA - CAFRE - Provision of Advertising Campaign Services

Reference number

ID 4646910

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

- 79341000 - Advertising services

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

Services

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

The College of Agriculture, Food and Rural Enterprise (CAFRE) wishes to appoint a Contractor to deliver its media buying and support the achievement of Business Goals through targeted advertising campaigns. The media buying will deliver the College's strategies to target key customer segments and support CAFRE in meeting its awareness and recruitment targets. This contract will be managed by the Government Advertising Unit on behalf of CAFRE. Full details of requirements are set out in the Specification document (ID 4646910 – Specification).

#### **II.1.5) Estimated total value**

Value excluding VAT: £295,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **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

- UKN - Northern Ireland

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

The College of Agriculture, Food and Rural Enterprise (CAFRE) wishes to appoint a Contractor to deliver its media buying and support the achievement of Business Goals through targeted advertising campaigns. The media buying will deliver the College's strategies to target key customer segments and support CAFRE in meeting its awareness and recruitment targets. This contract will be managed by the Government Advertising Unit on behalf of CAFRE. Full details of requirements are set out in the Specification document (ID 4646910 – Specification).

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

Quality criterion - Name: AC1 - Strategic Solution / Weighting: 24.5

Quality criterion - Name: AC2 - Media Strategy, Rationale and Media Plan / Weighting: 28

Quality criterion - Name: AC3 - Key Personnel Experience / Weighting: 7

Quality criterion - Name: AC4 - Social Value / Weighting: 10.5

Cost criterion - Name: AC5 - Total Campaign Delivery Cost / Weighting: 20

Cost criterion - Name: AC6 - Average Hourly Rate / Weighting: 10

### **II.2.6) Estimated value**

Value excluding VAT: £295,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

18

This contract is subject to renewal

Yes

Description of renewals

Option to extend for a further period of up to and including 12 months.

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

Option to extend for a further period of up to and including 12 months.

#### **II.2.13) Information about European Union Funds**

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

#### **II.2.14) Additional information**

The estimated total contract value in II.2.6 is a maximum estimated figure for the entire period of the contract. There is no guarantee of work or spend given. Options will align with budgets which are subject to confirmation and approval by.. the Department/CAFRE and are not guaranteed.

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As per Tender documentation.

## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

11 September 2023

Local time

3:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 10 December 2023

#### **IV.2.7) Conditions for opening of tenders**

Date

11 September 2023

Local time

3:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

Contract Monitoring: The successful Contractor's performance on the Contract will be managed as per the specification and regularly monitored. 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 Construction and Procurement Delivery (CPD) for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, this may be considered grounds for termination of the contract at your expense as provided for in the Conditions of Contract. In lieu of termination, CPD may issue a Notice of Written Warning or a Notice of Unsatisfactory Performance. A supplier in receipt of multiple Notices of Written Warning or a Notice of Unsatisfactory Performance may, in accordance with The Public Contracts Regulations 2015 (as amended), be excluded from future public procurement competitions for a period of up to three years. The Authority expressly reserves the rights: (I) not to award any contract as a result of the procurement process commenced by publication of this notice; (II) to make whatever changes it may see fit to the content and structure of the tendering Competition; (III) to award a contract in respect of any part of the services covered by this notice; and (IV) to award contract(s) in stages. In no circumstances will the Authority be liable for any costs incurred by candidates. This project will be used to progress the Government's wider social, economic. and environmental objectives.

### **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 will comply with the Public Contracts Regulations 2015 (as amended) and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into.