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Contract

## **ID 5168908 - DfC - Advertising and Related Services**

Department for Communities NI

F03: Contract award notice

Notice identifier: 2024/S 000-023431

Procurement identifier (OCID): ocds-h6vhtk-045315

Published 26 July 2024, 2:26pm

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

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

Department for Communities NI

Causeway Exchange, 1-7 Bedford Street

BELFAST

BT2 7EG

#### **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://www.communities-ni.gov.uk/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **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 5168908 - DfC - Advertising and Related Services

Reference number

ID 5168908

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

- 79341000 - Advertising services

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

Services

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

The Department for Communities (DfC) wish to appoint a Supplier to provide advertising and related services to deliver a range of advertising campaigns and related services. The requirement consists of a series of campaigns all running to promote a number of the

Department's programmes and initiatives. No guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. Full details of requirements are set out in the Specification document (ID 5168908 – Specification).

#### **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: £1,800,000

### **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

- UKN - Northern Ireland

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

The Department for Communities (DfC) wish to appoint a Supplier to provide advertising and related services to deliver a range of advertising campaigns and related services. The requirement consists of a series of campaigns all running to promote a number of the Department's programmes and initiatives. No guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. Full details of requirements are set out in the Specification document (ID 5168908 – Specification).

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

Quality criterion - Name: AC1 Strategic Solution for the Make the Call Campaign /  
Weighting: 16.8

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan for the Make the Call Campaign for Financial Year 2024/25 / Weighting: 16.1

Quality criterion - Name: AC3 Proposal for Tracking Research and Evaluation of the Make

the Call Campaign / Weighting: 7

Quality criterion - Name: AC4 Creative Proposal for the Make the Call Campaign / Weighting: 16.1

Quality criterion - Name: AC5 Key personnel Experience / Weighting: 3.5

Quality criterion - Name: AC6 Social Value / Weighting: 10.5

Cost criterion - Name: AC7 Total Campaign Delivery Cost / Weighting: 20

Cost criterion - Name: AC8 Average Hourly Rate / Weighting: 10

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

Options: Yes

Description of options

Following the initial contract period, there are 2 options to extend for any period of up to and including 12 months 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

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

The value of this contract is estimated between £1,200,000 and £1,800,000 overall. The figure indicated in Section II 1.7 represents an estimated contract value. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract.

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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: [2024/S 000-012537](#)

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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**

19 July 2024

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

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

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

NAVIGATOR BLUE LTD

The Baths

BELFAST

BT2 8HS

Email

[b.scott@navigatorblue.com](mailto:b.scott@navigatorblue.com)

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: £1,800,000

Total value of the contract/lot: £1,800,000

#### **V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

Short description of the part of the contract to be subcontracted

In delivering this contract, the Contractor will subcontract the following services (if required): • Research • Print Production • Website development • Creative and Content Production Services.

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## **Section VI. Complementary information**

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

DfC does not guarantee any level of business under this contract. . The successful Contractor's performance on the Contract will be regularly monitored in line with the tender documentation. 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, it may be regarded as an act of grave professional misconduct and they may be issued with a Notice of Unsatisfactory Performance and the contract may be terminated. The issue of a Notice of Unsatisfactory Performance can 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 three years from the date of issue.

## **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 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.