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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

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

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.

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](#)

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

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.

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.