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Contract

## **ID 5220572 - Delivery of Campaign Advertising Services for the Further Education (FE) NI Colleges**

FE South Eastern Regional College  
FE Belfast Metropolitan College  
FE Northern Regional College  
FE North West Regional College  
FE Southern Regional College  
FE South West College

F03: Contract award notice

Notice identifier: 2024/S 000-023604

Procurement identifier (OCID): ocids-h6vhtk-045978

Published 29 July 2024, 2:09pm

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

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

FE South Eastern Regional College

Victoria Avenue

Newtownards

BT23 7EH

#### **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.serc.ac.uk/>

Buyer's address

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

**I.1) Name and addresses**

FE Belfast Metropolitan College

The Gerald Moag Campus, 125-153 Millfield

BELFAST

BT1 1HS

**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.belfastmet.ac.uk/>

Buyer's address

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

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

FE Northern Regional College

Farm Lodge Buildings

Ballymena

BT41 4AL

#### **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.nrc.ac.uk/>

Buyer's address

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

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

FE North West Regional College

78-80 Strand Road

Londonderry

BT48 7AL

#### **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.nwrc.ac.uk/>

Buyer's address

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

**I.1) Name and addresses**

FE Southern Regional College

Patrick Street

Newry

BT35 8DN

**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.src.ac.uk/>

Buyer's address

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

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

FE South West College

2 Mountjoy Road

Omagh

BT79 7AH

#### **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://swc.ac.uk/>

Buyer's address

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

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

The contract involves joint procurement

### **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 5220572 - Delivery of Campaign Advertising Services for the Further Education (FE) NI Colleges

Reference number

ID 5220572

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

- 79341000 - Advertising services

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

Services

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

The six regional FE NI Colleges wish to collaborate to award a Contract for the provision of their advertising services. The requirement consists of the provision of advertising services to the Colleges, both online and offline. A full agency approach is required, with elements of production, media buying, media placement, project management and detailed evaluation for each campaign. The Supplier may be required to facilitate single sector or joint College advertising campaigns. The administering College, on behalf of the FE NI Colleges, will be the South Eastern Regional College (SERC). 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 5220572 – 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: £2,000,000

**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 six regional FE NI Colleges wish to collaborate to award a Contract for the provision of their advertising services. The requirement consists of the provision of advertising services to the Colleges, both online and offline. A full agency approach is required, with elements of production, media buying, media placement, project management and detailed evaluation for each campaign. The Supplier may be required to facilitate single sector or joint College advertising campaigns. The administering College, on behalf of the FE NI Colleges, will be the South Eastern Regional College (SERC). 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 5220572 – Specification).

**II.2.5) Award criteria**

Quality criterion - Name: AC1 Strategic Solution for Burst 3 – January 2025 FT/HE provision BMC / Weighting: 10.5

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan for Burst 3 – January 2025 FT/HE provision BMC / Weighting: 10.5

Quality criterion - Name: AC3 Creative Proposal for Radio Script for Burst 3 – January 2025 FT/HE provision BMC / Weighting: 3.5

Quality criterion - Name: AC4 Understanding the brief including a Critical Path for Burst 1 – Undergraduate Open Evening SRC / Weighting: 10.5

Quality criterion - Name: AC5 Media plan and digital proposal with supporting rationale for Burst 1 – Undergraduate Open Evening SRC / Weighting: 10.5

Quality criterion - Name: AC6 Key personnel Experience / Weighting: 7

Quality criterion - Name: AC7 Business Continuity / Weighting: 7

Quality criterion - Name: AC8 Social Value / Weighting: 10.5

Cost criterion - Name: AC9 Total Campaign Delivery Cost / Weighting: 20

Cost criterion - Name: AC10 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 £1,700,000 and £2,000,000 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 000-015312](#)

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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**

24 July 2024

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

Number of tenders received: 1

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: 1

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

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

ANDERSON SPRATT GROUP LTD

Anderson House

BELFAST

BT4 2GU

Email

[dbrennan@asgireland.com](mailto:dbrennan@asgireland.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: £2,000,000

Total value of the contract/lot: £2,000,000

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## **Section VI. Complementary information**

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

DfE / Further Education (FE) NI Colleges do 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