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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

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

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

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

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

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

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

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.

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](#)

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

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

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