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Contract

## **ID 3545980 - DAERA - Northern Ireland Climate Action advertising campaign**

Department of Agriculture, Environment and Rural Affairs DAERA  
Department of Agriculture Environment and Rural Affairs NI

F03: Contract award notice

Notice identifier: 2021/S 000-023767

Procurement identifier (OCID): ocds-h6vhtk-02c591

Published 24 September 2021, 9:44am

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

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

Department of Agriculture, Environment and Rural Affairs DAERA

Dundonald House, Upper Newtownards Rd, Ballymiscaw

BELFAST

BT4 9SB

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

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

Main address

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

Buyer's address

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

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

Department of Agriculture Environment and Rural Affairs NI

Dundonald House

Belfast

BT4 3SB

### **Email**

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

### **Country**

United Kingdom

### **NUTS code**

UK - United Kingdom

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

Main address

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

Buyer's address

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

## **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 3545980 - DAERA - Northern Ireland Climate Action advertising campaign

Reference number

ID 3545980

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

- 79341000 - Advertising services

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

Services

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

The Department for Agriculture, Environment and Rural Affairs (DAERA) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is to engage audiences with climate change issues and drive awareness of the benefits and opportunities in taking action to tackle climate change, and specifically to engage people with DAERA's Northern Ireland Climate Action (NICA) initiative, which is being promoted primarily through DAERA's public-facing MyNI website and social media channels: MyNI facebook MyNI twitter MyNI Instagram and Farming MyNI

facebook group

### **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: £300,000

## **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 Agriculture, Environment and Rural Affairs (DAERA) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is to engage audiences with climate change issues and drive awareness of the benefits and opportunities in taking action to tackle climate change, and specifically to engage people with DAERA's Northern Ireland Climate Action (NICA) initiative, which is being promoted primarily through DAERA's public-facing MyNI website and social media channels: MyNI facebook MyNI twitter MyNI Instagram and Farming MyNI facebook group

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

Quality criterion - Name: AC1 Strategic Solution / Weighting: 20.3

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan / Weighting: 25.2

Quality criterion - Name: AC3 Proposals for Research and Evaluation / Weighting: 9.8

Quality criterion - Name: AC4 Key Personnel Experience / Weighting: 9.8

Quality criterion - Name: AC5 Business Continuity / Weighting: 4.9

Cost criterion - Name: AC6 Total Media Cost / Weighting: 20

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 10

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

Options: Yes

Description of options

The Initial Contract period is 6 months with options to extend for two further 12 month periods

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

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

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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: [2021/S 000-015903](#)

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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**

14 September 2021

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

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

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

HOLYWOOD

BT18 9JQ

Email

[info@ardmore.co.uk](mailto:info@ardmore.co.uk)

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: £300,000

Total value of the contract/lot: £300,000

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## **Section VI. Complementary information**

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

Contract Monitoring - The successful contractor's performance on the contract will be 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 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 Certificate of Unsatisfactory Performance and the contract may be terminated. The issue of a Certificate of Unsatisfactory Performance will 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 twelve months from the date of issue of the certificate.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The UK does not have any such bodies with responsibility for appeal/mediation procedures.

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 (as amended) 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.