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Contract

ID 3506637 DOF - GAU - CLASSIFIED ADVERTISING FRAMEWORK AGREEMENT FOR THE NORTHERN IRELAND PUBLIC SECTOR

Department of Finance

F03: Contract award notice

Notice identifier: 2021/S 000-024099

Procurement identifier (OCID): ocds-h6vhtk-02d419

Published 28 September 2021, 3:05pm

Section I: Contracting authority

I.1) Name and addresses

Department of Finance

303 Airport Road West

BELFAST

BT3 9ED

Email

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.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 3506637 DOF - GAU - CLASSIFIED ADVERTISING FRAMEWORK AGREEMENT FOR THE NORTHERN IRELAND PUBLIC SECTOR

Reference number

ID 3506637

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Northern Ireland Civil Service's Executive Information Service's Government Advertising Unit (GAU) wishes to establish an Advertising Framework Agreement for Classified Advertising which will provide classified advertising on behalf of the Northern Ireland Public Sector. Please refer to the Specification for further details on the services required and list of users.

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: £8,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

The Northern Ireland Civil Service's Executive Information Service's Government Advertising Unit (GAU) wishes to establish an Advertising Framework Agreement for Classified Advertising which will provide classified advertising on behalf of the Northern Ireland Public Sector Please refer to the Specification for further details on the services required and list of users.

II.2.5) Award criteria

Quality criterion - Name: AC1 Methodology / Weighting: 20.25

Quality criterion - Name: AC2 Internal Systems / Weighting: 9.9

Quality criterion - Name: AC3 Key Personnel Experience / Weighting: 9.9

Quality criterion - Name: AC4 Contingency Planning and Business Continuity / Weighting: 4.95

Cost criterion - Name: AC5 Total Costs for Public Notices / Weighting: 20

Cost criterion - Name: AC6 Total Costs for Run of Paper / Weighting: 10

Cost criterion - Name: AC7 Total Costs for Recruitment ads / Weighting: 15

Cost criterion - Name: AC8 Total Costs for Non-Commission Fee / Weighting: 5

Cost criterion - Name: AC9 Account Manager Hourly Rate / Weighting: 2.5

Cost criterion - Name: AC10 Graphic Designer Hourly Rate / Weighting: 2.5

II.2.11) Information about options

Options: No

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 figure in II.1.7 is the total estimated Framework value. This is a demand driven Framework, no guarantee of usage is given. The list of participating bodies are: Participating bodies. Access to Justice. Agri-Food Biosciences Institute. Arts Council of Northern Ireland. Charity Commission for NI. College of Agriculture Food Rural Enterprise CAFRE. Commissioner for Older People for Northern Ireland. Consumer Council. Council for the Curriculum, Examinations Assessment CCEA. Courts Service. Department for Communities. Department for Infrastructure. Department for the Economy. Department of Agriculture, Environment and Rural Affairs. Department of Education. Department of Finance. Department of Health. Department of Justice. Driver Vehicle Agency DVA. Education Authority. Electoral Office for Northern Ireland. Food Standards Agency. Forensic Science Northern Ireland. Forest Service Northern Ireland. Independent Assessor of PSNI Recruitment Vetting. Independent Monitoring Board. Labour Relations Agency. Land and Property Services. Libraries NI. Local Government Staff Commission. Loughs Agency. Northern Ireland Assembly. Northern Ireland Council for Integrated Education. Northern Ireland Courts and Tribunals Service. Northern Ireland Environment Agency. Northern Ireland Housing Executive. Northern Ireland Local Government Officers' Superannuation Committee NILGOSC. Northern Ireland Police Fund. Northern Ireland Policing Board. Northern Ireland Public Services Ombudsman. Northern Ireland Screen. Office of the Local Government Boundaries Commissioner. Parole Commissioners NI. Planning Appeals Commission. Police Ombudsman for Northern Ireland. Police Rehabilitation Retraining Trust. Prisoner Ombudsman. Probation Board for Northern Ireland. Public Prosecution Service. Queens University Belfast. Rivers Agency. Royal Ulster Constabulary George Cross Foundation RUC GC Foundation. Sport Northern Ireland. Special EU Programmes Body. The Executive Office. The General Teaching Council for Northern Ireland GTCNI. The Youth Justice Agency. Tourism NI. Transport Northern Ireland. University of Ulster. Ulster-Scots Agency. Victims Survivors Service. Waterways Ireland.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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 000-019626](#)

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

27 September 2021

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

hello@asgandpartners.com

Telephone

+44 2890802020

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: £8,000,000

Total value of the contract/lot: £8,000,000

Section VI. Complementary information

VI.3) Additional information

Contract Monitoring. The successful contractor's performance on the contract will be regularly monitored in line with PGN 01/12. 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. 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 (as amended)