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Tender

## **ID 4891033 - DAERA - LMCNI - Information Campaign for NIFQA Beef and Lamb**

Livestock and Meat Commission for Northern Ireland

F02: Contract notice

Notice identifier: 2023/S 000-024668

Procurement identifier (OCID): ocids-h6vhtk-03f603

Published 22 August 2023, 3:21pm

The closing date and time has been changed to:

**22 September 2023, 3:00pm**

See the [change notice](#).

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

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

Livestock and Meat Commission for Northern Ireland

Lissue Industrial Estate East 1A Lissue Walk

Lisburn

BT28 2LU

#### **Email**

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

#### **Country**

United Kingdom

**Region code**

UKN - Northern Ireland

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

**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 4891033 - DAERA - LMCNI - Information Campaign for NIFQA Beef and Lamb

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

- 79341000 - Advertising services

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

Services

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

The Livestock and Meat Commission for Northern Ireland (LMC), wishes to appoint an advertising agency to provide market information services to promote Northern Ireland Farm Quality Assured (NIFQA) beef and lamb in the domestic market. Based on research data outlined in this report, LMC believe that a media neutral market information campaign partnered with accompanying supportive creative materials is a worthwhile value for money activity to support the achievement of LMC strategic aims and objectives. This specification sets out the reasons for this and provides the relevant datasets in support of LMC's strategic objectives.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

#### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

#### **II.2.4) Description of the procurement**

The Livestock and Meat Commission for Northern Ireland (LMC), wishes to appoint an advertising agency to provide market information services to promote Northern Ireland Farm Quality Assured (NIFQA) beef and lamb in the domestic market. Based on research data outlined in this report, LMC believe that a media neutral market information campaign partnered with accompanying supportive creative materials is a worthwhile value for money activity to support the achievement of LMC strategic aims and objectives. This specification sets out the reasons for this and provides the relevant datasets in support of LMC's strategic objectives.

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

Quality criterion - Name: AC1 - Strategic Solution for new LMC Strategic Market Information Campaign / Weighting: 17.6

Quality criterion - Name: AC2 - Media Strategy, Rationale and Media Plan LMC Strategic Market Information Campaign for Financial Year 2023/24 / Weighting: 13.6

Quality criterion - Name: AC3 - Proposals for Tracking Research and Evaluation for the existing LMC Strategic Market Information Campaign / Weighting: 3.2

Quality criterion - Name: AC4 - Creative Proposal for the LMC Strategic Market Information Campaign / Weighting: 20.8

Quality criterion - Name: AC5 - Campaign and Media Evaluation (Scenario) / Weighting: 2.4

Quality criterion - Name: AC6 - Key Personnel Experience / Weighting: 3.2

Quality criterion - Name: AC7 - Social Value / Weighting: 10.4

Quality criterion - Name: AC8 - Contract Management / Weighting: 2.4

Quality criterion - Name: AC9 - User Experience | User Interface | Usability | Accessibility / Weighting: 6.4

Cost criterion - Name: AC10 - Total Campaign Delivery Cost / Weighting: 10

Cost criterion - Name: AC11 - Average Hourly Rate / Weighting: 10

#### **II.2.6) Estimated value**

Value excluding VAT: £1,000,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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 estimated total contract value in ii.2.6 is a maximum estimated figure for the entire period of the contract. There is no guarantee of work or spend given. Options will align with budgets which are subject to confirmation and approval by the Department and are not guaranteed.

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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.2.2) Time limit for receipt of tenders or requests to participate**

Originally published as:

Date

21 September 2023

Local time

3:00pm

Changed to:

Date

22 September 2023

Local time

3:00pm

See the [change notice](#).

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 20 December 2023

#### **IV.2.7) Conditions for opening of tenders**

Date

22 September 2023

Local time

3:00pm

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### **Section VI. Complementary information**

#### **VI.1) Information about recurrence**

This is a recurrent procurement: No

#### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

The successful Contractor's performance on this Contract will be managed as per the specification and 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 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, this may be considered grounds for termination of the contract at your expense as provided for in the Conditions. of Contract. In lieu of termination, CPD may issue a Notice of Written Warning or a Notice of Unsatisfactory Performance. A supplier in receipt of multiple Notices of Written Warning or a Notice of Unsatisfactory Performance may, in accordance with The Public Contracts Regulations 2015 (as amended), be excluded from future public procurement competitions for a period of up to three years. The Authority expressly reserves the rights: (I) not to award any contract as a result of the procurement process commenced by publication of this notice; (II) to make whatever changes it may see fit to the content and structure of the tendering Competition; (III) to award a contract in respect

of any part of the services covered by this notice; and (IV) to award contract(s) in stages. In no circumstances will the Authority be liable for any costs incurred by candidates. This project will be used to progress the Government's wider social, economic and environmental objectives.

## **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 will comply with the Public Contracts Regulations 2015 (as amended) and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into.