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Contract

## **ID 3968077 DoH - PHA campaign advertising**

DoH - Public Health Agency

F03: Contract award notice

Notice identifier: 2022/S 000-026338

Procurement identifier (OCID): ocds-h6vhtk-033bc0

Published 21 September 2022, 11:19am

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

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

DoH - Public Health Agency

12-22 Linenhall Street

BELFAST

BT2 8BS

#### **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://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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ID 3968077 DoH - PHA campaign advertising

Reference number

ID 3968077

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

- 79341000 - Advertising services

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

Services

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

The Public Health Agency (PHA) wishes to appoint an advertising agency to work with their communications team on the development and delivery of mass media advertising campaigns and related services for multiple and diverse public health issues, which will contribute to improving health and wellbeing and reduce health inequalities.

#### **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: £6,800,000

## **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 Public Health Agency (PHA) wishes to appoint an advertising agency to work with their communications team on the development and delivery of mass media advertising campaigns and related services for multiple and diverse public health issues, which will contribute to improving health and wellbeing and reduce health inequalities.

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

Quality criterion - Name: AC1 - Strategic Solution – Lifeline Campaign / Weighting: 10.5

Quality criterion - Name: AC2 - Strategic Solution – Overall PHA Contract / Weighting: 10.5

Quality criterion - Name: AC3 - Media Strategy, Rationale and Media Plan / Weighting: 14

Quality criterion - Name: AC4 - Proposals for Research and Evaluation / Weighting: 3.5

Quality criterion - Name: AC5 - Key Personnel Experience / Weighting: 7

Quality criterion - Name: AC6 - Business Continuity / Weighting: 3.5

Quality criterion - Name: AC7 - Creative Proposal / Weighting: 21

Cost criterion - Name: AC8 - Average Hourly Rate / Weighting: 10

Cost criterion - Name: AC9 - Total Media Plan Cost / Weighting: 20

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

Options: Yes

Description of options

There are options to extend for a further two periods of one year 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 in II.1.7 is an estimated contract value. No guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. All expenditure will align with budgets which are subject to confirmation and approval by DoH and are not guaranteed. All aspects are subject to the continuing availability of funds and the continuing assessment of advertising need.

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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: [2022/S 000-013595](#)

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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**

16 September 2022

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

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

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

GENESIS ADVERTISING LTD

33 College Gardens

BELFAST

BT9 6BT

Email

[ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.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: £6,800,000

Total value of the contract/lot: £6,800,000

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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 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.

### **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) 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.