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Contract

## **ID 343867 - Domestic Abuse Offence Public Awareness Campaign**

Department of Justice

F20: Modification notice

Notice identifier: 2022/S 000-027149

Procurement identifier (OCID): ocds-h6vhtk-02ae9b

Published 28 September 2022, 11:17am

### **Section I: Contracting authority/entity**

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

Department of Justice

C/O 303 Airport Road West

BELFAST

BT3 9ED

#### **Email**

[ssd.admin@finance-ni.gov.uk](mailto:ssd.admin@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>

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## **Section II: Object**

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

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

ID 343867 - Domestic Abuse Offence Public Awareness Campaign

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

- 79340000 - Advertising and marketing services

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

Services

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

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

NUTS codes

- UKN - Northern Ireland

#### **II.2.4) Description of the procurement at the time of conclusion of the contract:**

The Department of Justice wishes to appoint an agency to deliver advertising and related services for campaign

advertising. The overall purpose of this campaign is two-fold. Firstly and most importantly, it seeks to inform the public about the introduction of a new domestic abuse offence; and secondly, it seeks to continue to raise awareness of the issue of domestic abuse, a significant

problem affecting all sections of our community.

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

Duration in months

60

### **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.2) Administrative information**

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2021/S 000-021900](#)

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## **Section V. Award of contract/concession**

### **Contract No**

ID 3438687

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

11 September 2021

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

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

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

Name withheld for security reasons

Belfast

Email

[ssd.admin@finance-ni.gov.uk](mailto:ssd.admin@finance-ni.gov.uk)

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

Internet address

<https://www.finance-ni.gov.uk/>

The contractor/concessionaire is an SME

Yes

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £530,000

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## **Section VI. Complementary information**

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

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

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

Belfast

Country

United Kingdom

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## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79341000 - Advertising services

#### **VII.1.3) Place of performance**

NUTS code

- UKN - Northern Ireland

#### **VII.1.4) Description of the procurement:**

The Department of Justice wishes to appoint an agency to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is two-fold. Firstly and most importantly, it seeks to inform the public about the introduction of a new domestic abuse offence; and secondly, it seeks to continue to raise awareness of the issue of domestic abuse, a significant problem affecting all sections of our community.

#### **VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months

60

#### **VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£530,000

#### **VII.1.7) Name and address of the contractor/concessionaire**

Name withheld for security reasons

belfast

Email

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

Country

United Kingdom

NUTS code

- UKN - Northern Ireland

Internet address

<https://www.finance-ni.gov.uk/>

The contractor/concessionaire is an SME

Yes

## **VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

In the event it is perceived as being a substantial modification, Regulations 72(1)(c) establishes that a modification may be permitted where the modification meets the following conditions:

1. the need for modification has been brought about by circumstances which a diligent contracting authority could not have foreseen;
2. the modification does not alter the overall nature of the contract; and
3. any increase in price does not exceed 50% of the value of the original contract.

The value of the proposed modification remains below the 50% threshold. And there does not appear to be any change to the nature or the scope of the contract as this is a re-run of a previous advertising campaign. Taking all the clients information and considerations provided there would appear to be reasons to modify the contract to allow this re run. This

will allow the programme to deliver and increase public awareness of domestic violence through an advertising campaign based upon advice received by the PSNI. This is on the basis of the existing terms and conditions, and tendered price.

### **VII.2.2) Reasons for modification**

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

In the event it is perceived as being a substantial modification, Regulations 72(1)(c) establishes that a modification may be permitted where the modification meets the following conditions:

1. the need for modification has been brought about by circumstances which a diligent contracting authority could not have foreseen;
2. the modification does not alter the overall nature of the contract; and
3. any increase in price does not exceed 50% of the value of the original contract.

The value of the proposed modification remains below the 50% threshold. And there does not appear to be any change to the nature or the scope of the contract as this is a re-run of a previous advertising campaign. Taking all the clients information and considerations provided there would appear to be reasons to modify the contract to allow this re run. This will allow the programme to deliver and increase public awareness of domestic violence through an advertising campaign based upon advice received by the PSNI. This is on the basis of the existing terms and conditions, and tendered price.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £530,000

Total contract value after the modifications

Value excluding VAT: £730,000