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Tender

## **ID 4345494 - Mental Health Champion Advertising Campaign**

Department of Health  
Department of Health NI

F02: Contract notice

Notice identifier: 2022/S 000-027542

Procurement identifier (OCID): ocids-h6vhtk-0371fd

Published 30 September 2022, 3:19pm

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

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

Department of Health

Castle Buildings, Stormont Estate

BELFAST

BT4 3SG

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

Department of Health NI

Castle Buildings

Belfast

BT4 3SQ

**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.2) Information about joint procurement**

The contract involves joint procurement

The contract is awarded by a central purchasing body

### **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 4345494 - Mental Health Champion Advertising Campaign

Reference number

ID 4345494

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

- 79341000 - Advertising services

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

Services

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

The Mental Health Champions office 'the Client' wishes to appoint an agency, 'the Contractor' to deliver advertising and related services for campaign advertising for The Mental Health Champion's Office. The overall purpose of this campaign is to encourage the public to 'get talking', promoting why it's so important for people to open up about how they are feeling. This contract is expected to commence in December 2022 for an initial period of two years with the option to extend for one further 1 year period dependent on internal approvals. The maximum budget for the 2022/23 financial year is £120,000. All budgets are subject to Champion's approval and no guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. All aspects are subject to the continuing availability of funds and the continuing assessment of advertising need

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

Value excluding VAT: £420,000

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

This contract is divided into lots: No

### **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 Mental Health Champions office 'the Client' wishes to appoint an agency, 'the Contractor' to deliver advertising and related services for campaign advertising for The Mental Health Champion's Office. The overall purpose of this campaign is to encourage the public to 'get talking', promoting why it's so important for people to open up about how they are feeling. This contract is expected to commence in December 2022 for an initial period of two years with the option to extend for one further 1 year period dependent on internal approvals. The maximum budget for the 2022/23 financial year is £120,000. All budgets are subject to Champion's approval and no guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. All aspects are subject to the continuing availability of funds and the continuing assessment of advertising need

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

Quality criterion - Name: AC1 - Strategic Solution / Weighting: 24.5

Quality criterion - Name: AC2 - Media Strategy, rationale and media plan / Weighting: 25.2

Quality criterion - Name: AC3 - Proposals for Research and Evaluation / Weighting: 4.9

Quality criterion - Name: AC4 - Key Personnel Experience / Weighting: 4.9

Quality criterion - Name: AC5 - Social Value / Weighting: 10.5

Cost criterion - Name: Total Campaign Delivery cost / Weighting: 20

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

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

Value excluding VAT: £420,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Option to extend for one further period of up to and including 1 year.

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

Variants will be accepted: No

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

Options: Yes

Description of options

Option to extend for one further period of up to and including 1 year.

#### **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. All budgets are subject to Champion's approval and no guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract.

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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**

Date

2 November 2022

Local time

3:00pm

##### **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: 31 January 2023

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

Date

2 November 2022

Local time

3:30pm

Information about authorised persons and opening procedure

Only CPD Procurement Staff with access to the project on eTendersNI.

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **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. 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(s) in respect of any part(s) 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.