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Contract

ID 4090650 - DoF - Search Engine Advertising for the NI Direct Website

CPD - Supplies and Services Division

F03: Contract award notice

Notice identifier: 2022/S 000-028490

Procurement identifier (OCID): ocids-h6vhtk-035408

Published 11 October 2022, 8:57am

Section I: Contracting authority

I.1) Name and addresses

CPD - Supplies and Services Division

303 Airport Road West

BELFAST

BT3 9ED

Contact

SSDAdmin.CPDfinance-ni.gov.uk

Email

SSDadmin@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 is awarded by a central purchasing body

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 4090650 - DoF - Search Engine Advertising for the NI Direct Website

Reference number

4090650

II.1.2) Main CPV code

- 72414000 - Web search engine providers

II.1.3) Type of contract

Services

II.1.4) Short description

The Client wishes to appoint a Contractor to provide a service which allows the Client to advertise specific pages and services on the NI Direct website on Google. The Contractor would also be required to provide support and advice to the Client in developing its online advertising strategy. Tenderers should refer to the Specification Schedule for further details.

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: £240,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKN0 - Northern Ireland

II.2.4) Description of the procurement

The Client wishes to appoint a Contractor to provide a service which allows the Client to advertise specific pages and services on the NI Direct website on Google. The Contractor would also be required to provide support and advice to the Client in developing its online advertising strategy. Tenderers should refer to the Specification Schedule for further details.

II.2.5) Award criteria

Quality criterion - Name: Qualitative Criteria / Weighting: 40

Cost criterion - Name: Quantitative Criteria / Weighting: 60

II.2.11) Information about options

Options: Yes

Description of options

Options to extend for three periods of 12 months 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

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 000-019808](#)

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

10 October 2022

V.2.2) Information about tenders

Number of tenders received: 5

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: 5

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

V.2.3) Name and address of the contractor

LOUD MOUTH MEDIA LTD

Thomas House 14 -16 James Street South

BELFAST

BT2 7GA

Email

mark@loudmouth-media.com

Telephone

+44 02890997001

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: £240,000

Total value of the contract/lot: £240,000

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 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

The successful Contractor's performance on this Contract will be managed as per the specification, Terms and Conditions of Contract 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 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 Notice of Unsatisfactory Performance and this Contract may be terminated. A central register of such Notices for supplies and services contracts will be maintained and published on the CPD website. Any contractor in receipt of a Notice of Unsatisfactory Performance will be required to declare this in future tender submissions for a period of three years from the date of issue of the Notice. It may also 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..