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Contract

## **ID 3616223 DfE NWRC - Delivery of Advertising and Related Services for North West Regional College**

North West Regional College

F03: Contract award notice

Notice identifier: 2021/S 000-029690

Procurement identifier (OCID): ocids-h6vhtk-02e2a4

Published 30 November 2021, 1:54pm

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

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

North West Regional College

78-80 Strand Road

Londonderry

BT48 7AL

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS 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

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## **Section II: Object**

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

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

ID 3616223 DfE NWRC - Delivery of Advertising and Related Services for North West Regional College

Reference number

ID 3616223

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

- 79341000 - Advertising services

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

Services

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

North West Regional College (NWRC) wishes to appoint an advertising agency to provide advertising services to promote its Further Education, Higher Education Full Time and Part Time provision.

#### **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: £280,000

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

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

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

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

NUTS codes

- UKN - Northern Ireland

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

North West Regional College (NWRC) wishes to appoint an advertising agency to provide advertising services to promote its Further Education, Higher Education Full Time and Part Time provision.

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

Quality criterion - Name: AC1 Strategic Solution / Weighting: 25.2

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan / Weighting: 25.2

Quality criterion - Name: AC3 Key Personnel Experience / Weighting: 9.8

Quality criterion - Name: AC4 Business Continuity / Weighting: 9.8

Cost criterion - Name: AC6 Total Media Plan Cost / Weighting: 10

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 20

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

Options: Yes

Description of options

After the initial contract period, there are 2 options to extend for 1 year each. Provisional timetable for recourse to the options: 12 months from the award of the contract.

#### **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 figure in II.1.7 is a maximum estimated contract value. No guarantee is given as to the 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-023345](#)

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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**

30 November 2021

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

Number of tenders received: 2

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: 2

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

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

ANDERSON SPRATT GROUP LTD

Anderson House

BELFAST

BT4 2GU

Telephone

+44 2890802020

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: £280,000

Total value of the contract/lot: £280,000

## Section VI. Complementary information

### VI.3) Additional information

The successful contractor's performance on the contract will be regularly monitored in line with PGN 01/12. 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 Certificate of Unsatisfactory Performance and the contract may be terminated. The issue of a Certificate of Unsatisfactory Performance will 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 for a period of twelve months from the date of issue of the certificate. 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. and in no circumstances will the Authority be liable for any costs incurred by candidates.

### 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.