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Contract

ID 5659370 - DoJ - POCD - 'Ending the Harm' public awareness campaign

Department of Justice

F03: Contract award notice

Notice identifier: 2025/S 000-030043

Procurement identifier (OCID): ocds-h6vhtk-04e6ba

Published 4 June 2025, 5:15pm

Section I: Contracting authority

I.1) Name and addresses

Department of Justice

Castle Buildings, Stormont Estate

BELFAST

BT4 3SG

Email

justice.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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

ID 5659370 - DoJ - POCD - 'Ending the Harm' public awareness campaign

Reference number

ID 5659370

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Tackling Paramilitarism, Criminality and Organised Crime Programme is a cross NI Executive programme, with the programme team based within the Department of Justice. The Department of Justice (DOJ) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising.

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: £200,000

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 Tackling Paramilitarism, Criminality and Organised Crime Programme is a cross NI Executive programme, with the programme team based within the Department of Justice. The Department of Justice (DOJ) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising.

II.2.5) Award criteria

Quality criterion - Name: Strategic Solution / Weighting: 23.1

Quality criterion - Name: Media Strategy, Rationale and Media Plan / Weighting: 24.5

Quality criterion - Name: Proposal for Research and Evaluation / Weighting: 7

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

Quality criterion - Name: Social Value / Weighting: 10.5

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

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

II.2.11) Information about options

Options: Yes

Description of options

Following the initial contract period, there is one option to extend for 1 period of up to 12 months

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 of this contract is a range from £170,000 up to £200,000 this figure represents an estimated contract value. This value reflects the potential scale of the contract and takes into account potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise and an Economic Operator shall have no legitimate expectation that a contract will be entered into until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them.

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: [2025/S 000-006795](#)

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

15 May 2025

V.2.2) Information about tenders

Number of tenders received: 4

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: 4

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

V.2.3) Name and address of the contractor

This information is withheld for security reasons

Belfat

Email

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: £200,000

Total value of the contract/lot: £200,000

Section VI. Complementary information

VI.3) Additional information

The successful contractor's performance on the contract will be regularly monitored in line with the tender documentation. 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 the contract may be terminated. The issue of a Notice of Unsatisfactory Performance can 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 three years from the date of issue.

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 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.