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Contract

ID 4646910 - DAERA - CAFRE - Provision of Advertising Campaign Services

DAERA - College of Agriculture, Food and Rural Enterprise CAFRE

F03: Contract award notice

Notice identifier: 2023/S 000-030619

Procurement identifier (OCID): ocids-h6vhtk-03eeac

Published 17 October 2023, 2:57pm

Section I: Contracting authority

I.1) Name and addresses

DAERA - College of Agriculture, Food and Rural Enterprise CAFRE

45 Tirgracy Road

Antrim

BT41 4PS

Email

ssdadmin.cpd@finance-ni.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.cafre.ac.uk/>

Buyer's address

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

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 4646910 - DAERA - CAFRE - Provision of Advertising Campaign Services

Reference number

ID 4646910

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The College of Agriculture, Food and Rural Enterprise (CAFRE) wishes to appoint a Contractor to deliver its media buying and support the achievement of Business Goals through targeted advertising campaigns. The media buying will deliver the College's strategies to target key customer segments and support CAFRE in meeting its awareness and recruitment targets. This contract will be managed by the Government Advertising Unit on behalf of CAFRE. Full details of requirements are set out in the Specification

document (ID 4646910 – Specification).

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: £295,000

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 College of Agriculture, Food and Rural Enterprise (CAFRE) wishes to appoint a Contractor to deliver its media buying and support the achievement of Business Goals through targeted advertising campaigns. The media buying will deliver the College's strategies to target key customer segments and support CAFRE in meeting its awareness and recruitment targets. This contract will be managed by the Government Advertising Unit on behalf of CAFRE. Full details of requirements are set out in the Specification document (ID 4646910 – Specification).

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: 28

Quality criterion - Name: AC3 - Key Personnel Experience / Weighting: 7

Quality criterion - Name: AC4 - Social Value / Weighting: 10.5

Cost criterion - Name: AC5 - Total Campaign Delivery Cost / Weighting: 20

Cost criterion - Name: AC6 - Average Hourly Rate / Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for a further period of up to and including 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 estimated total contract value in II.1.7 is a maximum estimated figure for the entire period of the contract. There is no guarantee of work or spend given. Options will align with budgets which are subject to confirmation and approval by the Department/CAFRE and are not guaranteed.

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: [2023/S 000-023405](#)

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

11 October 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

Email

dbrennan@asgireland.com

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: £295,000

Total value of the contract/lot: £295,000

Section VI. Complementary information

VI.3) Additional information

The Department / CAFRE do not guarantee any level of business under this contract. The successful Contractor's performance on this Contract will be managed as per the specification 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 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.

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.

