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Contract

ID 4891033 - DAERA - LMCNI - Information Campaign for NIFQA Beef and Lamb

Livestock and Meat Commission for Northern Ireland

F03: Contract award notice

Notice identifier: 2023/S 000-032952

Procurement identifier (OCID): ocids-h6vhtk-03f603

Published 7 November 2023, 3:52pm

Section I: Contracting authority

I.1) Name and addresses

Livestock and Meat Commission for Northern Ireland

Lissue Industrial Estate, 1A Lissue Walk

Lisburn

BT28 2LU

Contact

ssdadmin.cpdfinance-ni.gov.uk

Email

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.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 4891033 - DAERA - LMCNI - Information Campaign for NIFQA Beef and Lamb

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Livestock and Meat Commission for Northern Ireland (LMC), wishes to appoint an advertising agency to provide market information services to promote Northern Ireland Farm Quality Assured (NIFQA) beef and lamb in the domestic market. Based on research data outlined in this report, LMC believe that a media neutral market information campaign partnered with accompanying supportive creative materials is a worthwhile value for money activity to support the achievement of LMC strategic aims and objectives.

This specification sets out the reasons for this and provides the relevant datasets in support of LMC's strategic objectives.

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: £1,000,000

II.2) Description

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

The Livestock and Meat Commission for Northern Ireland (LMC), wishes to appoint an advertising agency to provide market information services to promote Northern Ireland Farm Quality Assured (NIFQA) beef and lamb in the domestic market. Based on research data outlined in this report, LMC believe that a media neutral market information campaign partnered with accompanying supportive creative materials is a worthwhile value for money activity to support the achievement of LMC strategic aims and objectives. This specification sets out the reasons for this and provides the relevant datasets in support of LMC's strategic objectives.

II.2.5) Award criteria

Quality criterion - Name: AC1 - Strategic Solution for new LMC Strategic Market Information Campaign / Weighting: 17.6

Quality criterion - Name: AC2 - Media Strategy, Rationale and Media Plan LMC Strategic Market Information Campaign for Financial Year 2023/24 / Weighting: 13.6

Quality criterion - Name: AC3 - Proposals for Tracking Research and Evaluation for the existing LMC Strategic Market Information Campaign / Weighting: 3.2

Quality criterion - Name: AC4 - Creative Proposal for the LMC Strategic Market Information Campaign / Weighting: 20.8

Quality criterion - Name: AC5 - Campaign and Media Evaluation Scenario / Weighting: 2.4

Quality criterion - Name: AC6 - Key Personnel Experience / Weighting: 3.2

Quality criterion - Name: AC7 - Social Value / Weighting: 10.4

Quality criterion - Name: AC8 - Contract Management / Weighting: 2.4

Quality criterion - Name: AC9 - User Experience | User Interface | Usability | Accessibility / Weighting: 6.4

Cost criterion - Name: AC10 - Total Campaign Delivery Cost / Weighting: 10

Cost criterion - Name: AC11 - Average Hourly Rate / Weighting: 10

II.2.11) Information about options

Options: No

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: [2023/S 000-024668](#)

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

7 November 2023

V.2.2) Information about tenders

Number of tenders received: 1

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: 1

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

V.2.3) Name and address of the contractor

GENESIS ADVERTISING LTD

33 College Gardens

BELFAST

BT9 6BT

Email

tenders@wearegenesis.co.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://wearegenesis.co.uk/>

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: £1,000,000

Total value of the contract/lot: £1,000,000

Section VI. Complementary information

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.

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