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Contract

## **ID 4808668 DfE - Consumer Council NI - Advertising and Communication**

Consumer Council Northern Ireland

F03: Contract award notice

Notice identifier: 2023/S 000-033371

Procurement identifier (OCID): ocds-h6vhtk-03f67d

Published 10 November 2023, 6:01pm

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

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

Consumer Council Northern Ireland

28 Alfred Street

BELFAST

BT2 8HB

#### **Email**

[info@consumercouncil.org.uk](mailto:info@consumercouncil.org.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

## **Internet address(es)**

Main address

<https://consumercouncil.org.uk>

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 4808668 DfE - Consumer Council NI - Advertising and Communication

Reference number

ID 4808668

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

- 79341000 - Advertising services

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

Services

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

The Consumer Council wishes to appoint a Contractor to provide advertising and communication services to include campaign management, implementation, creative direction and evaluation to ensure value for money and impact amongst its target audiences. The requirement is to appoint a full-service advertising agency who can manage the campaign

### **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: £500,000

## **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 Consumer Council wishes to appoint a Contractor to provide advertising and communication services to include campaign management, implementation, creative direction and evaluation to ensure value for money and impact amongst its target audiences. The requirement is to appoint a full-service advertising agency who can manage the campaign

### **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: 4.9

Quality criterion - Name: AC4 Business Continuity / Weighting: 4.2

Quality criterion - Name: AC5 Social Value / Weighting: 10.5

Cost criterion - Name: AC6 Total Campaign Delivery Cost / Weighting: 20

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 10

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

Options: Yes

Description of options

After the initial one year there are two options to extend the contract for up to one year on each occasion.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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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: [2023/S 000-024866](#)

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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**

1 November 2023

#### **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**

ARDMORE ADVERTISING MARKETING LTD

Ardmore House

HOLYWOOD

BT18 9JQ

Email

[info@ardmore.co.uk](mailto:info@ardmore.co.uk)

Telephone

+44 2890425344

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: £500,000

Total value of the contract/lot: £500,000

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## **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

#### **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.



