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Contract

ID 4345494 - Mental Health Champion Advertising Campaign

Department of Health
Department of Health NI

F03: Contract award notice

Notice identifier: 2022/S 000-034910

Procurement identifier (OCID): ocds-h6vhtk-0371fd

Published 9 December 2022, 11:56am

Section I: Contracting authority

I.1) Name and addresses

Department of Health

C/O 303 Airport Road West

BELFAST

BT3 9ED

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.1) Name and addresses

Department of Health NI

Castle Buildings

Belfast

BT4 3SQ

Email

ssd.admin@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.2) Information about joint procurement

The contract involves 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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

ID 4345494 - Mental Health Champion Advertising Campaign

Reference number

4345494

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Mental Health Champions office ‘the Client’ wishes to appoint an agency, ‘the Contractor’ to deliver advertising and related services for campaign advertising for The Mental Health Champion’s Office. The overall purpose of this campaign is to encourage the public to ‘get talking’, promoting why it’s so important for people to open up about how they are feeling. This contract is expected to commence in December 2022 for an initial period of

two years with the option to extend for one further 1 year period dependent on internal approvals. The maximum budget for the 2022/23 financial year is £120,000. All budgets are subject to Champion's approval and no guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. All aspects are subject to the continuing availability of funds and the continuing assessment of advertising need

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: £420,000

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 Mental Health Champions office 'the Client' wishes to appoint an agency, 'the Contractor' to deliver advertising and related services for campaign advertising for The Mental Health Champion's Office. The overall purpose of this campaign is to encourage the public to 'get talking', promoting why it's so important for people to open up about how they are feeling. This contract is expected to commence in December 2022 for an initial period of two years with the option to extend for one further 1 year period dependent on internal approvals. The maximum budget for the 2022/23 financial year is £120,000. All budgets are subject to Champion's approval and no guarantee can be given as to the level and value of work to be placed throughout the lifetime of this contract. All aspects are subject to the continuing availability of funds and the continuing assessment of advertising need

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: 25..2

Quality criterion - Name: AC3 - Proposals for research and evaluation / Weighting: 4.9

Quality criterion - Name: AC4 - Key Personnel Experience / Weighting: 4.9

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

The Contract shall take effect on the commencement Date and shall continue until the end of the contract period 2 years. The client may, no later than 6 months prior to the initial contract period expiry date, give notice in writing to the Contractor to invite the Contractor to agree to extend the Contract for any period up to and including 1 year commencing from the initial Contract Period Expiry Date.

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: [2022/S 000-027542](#)

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

2 December 2022

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

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: £420,000

Total value of the contract/lot: £420,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The UK does not have any such body

Belfast

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The UK does not have any special review body with responsibility for appeal/mediation procedures in public procurement. competitions. Instead any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the Public Contracts Regs