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Contract

ID 3351409 TEO - COVID Public Information Campaign

The Executive Office

F03: Contract award notice

Notice identifier: 2021/S 000-005534

Procurement identifier (OCID): ocds-h6vhtk-029186

Published 18 March 2021, 3:40pm

Section I: Contracting authority

I.1) Name and addresses

The Executive Office

Stormont

BELFAST

BT4 3ST

Email

SSDAdmin.CPD@finance-ni.gov.uk

Country

United Kingdom

NUTS 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 3351409 TEO - COVID Public Information Campaign

Reference number

ID 3351409

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Executive Office requires the immediate appointment of an advertising contractor to

build on and continue to deliver a multimedia advertising campaign on COVID-19. The contract duration is for two years commencing on 1 April 2021. The maximum budget is £2 million exclusive of VAT.

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: £2,000,000

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 Executive Office requires the immediate appointment of an advertising contractor to build on and continue to deliver a multimedia advertising campaign on COVID-19. The contract duration is for two years commencing on 1 April 2021. The maximum budget is £2 million exclusive of VAT.

II.2.5) Award criteria

Quality criterion - Name: AC1 Strategic Solution / Weighting: 20

Quality criterion - Name: AC2 Creative Proposal / Weighting: 30.4

Quality criterion - Name: AC3 Media Strategy, Rationale and Plan / Weighting: 20

Quality criterion - Name: AC4 Key Personnel Experience / Weighting: 4.8

Quality criterion - Name: AC5 Contingency Planning and Business Continuity / Weighting: 4.8

Cost criterion - Name: AC6 Average Hourly Rate / Weighting: 20

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

II.2.14) Additional information

The Executive Office requires the immediate appointment of an advertising contractor to build on and continue to deliver a multimedia advertising campaign on COVID-19. The contract duration is for two years commencing on 1 April 2021. The maximum budget is £2 million exclusive of VAT.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

Accelerated procedure

Justification:

The Contracting Authority proceeded with a reduced time limit for this tender competition due to the urgency and nature of this requirement.

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: [2021/S 000-002591](#)

Section V. Award of contract

Contract No

1

Title

ID 3351409 TEO - COVID Public Information Campaign

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 March 2021

V.2.2) Information about tenders

Number of tenders received: 6

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: 6

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

helen.blakley@wearegenesis.co.uk

Telephone

+44 2890313344

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: £2,000,000

Total value of the contract/lot: £2,000,000

Section VI. Complementary information

VI.3) Additional information

The successful Contractor's performance on this Contract will be managed as per the specification and regularly monitored (see Procurement Guidance Note 01/12 - Contract Management - Procedures and Principles). 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 this Contract may be terminated. A central register of such Notices for supplies and services contracts will be maintained and published on the CPD website.. . Any contractor in receipt of a Notice of Unsatisfactory Performance will be required to declare this in future tender submissions for a period of three years from the date of issue of the Notice. It may also 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..

VI.4) Procedures for review

VI.4.1) Review body

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 PCR 2015'

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 provi