

United Kingdom-Omagh: Advertising and marketing services
OJ S 85/2022 02/05/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: South West College

Postal address: BT79 7AH

Town: Omagh

NUTS code: UKN Northern Ireland

Country: United Kingdom

E-mail: ssdadmin.cpd@finance-ni.gov.uk

Internet address(es):

Main 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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

ID 3793832 DfE SWC - Delivery of Advertising, Public Relations and Related Services for South West College (FASTER Project)

Reference number: ID 3793832

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

South West College (SWC) (the Client) wishes to appoint a Contractor to provide advertising, public relations and related services to promote the FASTER Project of which the college is one of seven project partners. Tenderers should refer to the specification document for further information

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 260 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79952000 Event services, 79956000 Fair and exhibition organisation services

II.2.3. Place of performance

NUTS code: UKN Northern Ireland

II.2.4. Description of the procurement

South West College (SWC) (the Client) wishes to appoint a Contractor to provide advertising, public relations and related services to promote the FASTER Project of which the college is one of seven project partners. Tenderers should refer to the specification document for further information.

II.2.5. Award criteria

Quality criterion - Name: AC1 Strategic Solution / Weighting: 20.3

Quality criterion - Name: AC2 Media Strategy, Rationale and Media Plan / Weighting: 25.2

Quality criterion - Name: AC3 Key Personnel Experience / Weighting: 9.8

Quality criterion - Name: AC4 Business Continuity / Weighting: 9.8

Quality criterion - Name: AC5 Proposed Methodology for Event Support Services / Weighting: 4.9

Cost criterion - Name: AC6 Total Media Plan Cost / Weighting: 15

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

Cost criterion - Name: AC7 Average Hourly Rate / Weighting: 5

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: yes

Identification of the project: The European Union's INTERREG VA Programme

II.2.14. Additional information

The figure in II.1.7 is a maximum estimated contract value. No guarantee is given as to the value of work

to be placed throughout the lifetime of this contract.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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 in the OJ S: [2022/S 015-036901](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/04/2022

V.2.2. Information about tenders

Number of tenders received: 4

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: 4

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

V.2.3. Name and address of the contractor

Official name: Krow Group Ltd

Town: Belfast

NUTS code: UKN Northern Ireland

Postal code: BT1 2LA

Country: United Kingdom

Telephone: +44 2890664444

Internet address: <https://etendersni.gov.uk/epps>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 260 000,00 GBP

Total value of the contract/lot: 260 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The successful contractor's performance on the contract will be regularly monitored in line with PGN 01/12. 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 Certificate of Unsatisfactory Performance and the contract may be terminated. The issue of a Certificate of Unsatisfactory Performance will 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 for a period of twelve months from the date of issue of the certificate. The Authority expressly reserves the rights: . (I). not to award any contract as a result of the procurement process commenced by publication of this notice;. (II). to make whatever changes it may see fit to the content and structure of the tendering Competition;. (III). to award (a) contract(s) in respect of any part(s) of the [services] covered by this notice; and. (IV). to award contract(s) in stages . And in no circumstances will the Authority be liable for any costs incurred by candidates..

VI.4. Procedures for review

VI.4.1. Review body

Official name: 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.

Town: 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.

VI.5. Date of dispatch of this notice

27/04/2022