

United Kingdom-Belfast: Advertising campaign services

OJ S 160/2013 20/08/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Department for Social Development

Postal address: Lighthouse Buildings, 1 Cromac Place, Gasworks Business Park, Ormeau Road

Town: Belfast

Postal code: BT7 2JB

Country: United Kingdom

For the attention of: Louise Thompson

E-mail: louise.thompson@dfpni.gov.uk

Telephone: +44 2890816519

Internet address(es):General address of the contracting authority: <http://www.dfpni.gov.uk/cpd>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

DSD Strategic Advice & Advertising for Awareness & Delivery of Welfare Reform.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Northern Ireland.

NUTS code UKN Northern Ireland

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

The Department of Social Development's (DSD) Social Security Agency (SSA) wishes to appoint a supplier to provide an advertising campaign and strategic advice on engagement activity and related services to support the delivery of information on Welfare Reform.

The contract will support the Department's overall mission of "together tackling disadvantage, building sustainable communities" and help deliver one of the Department's key priorities – "to meet the needs of the most vulnerable by tackling disadvantage through a transformed social welfare system, the provision of focused support to the most disadvantaged areas and encouraging social responsibility."

Specifically, the SSA wishes to:

- Position DSD as the trusted source of information on welfare change by making information easy to understand, timely, accurate and consistent,
- Prepare, inform and support all of our stakeholders through the forthcoming changes,
- Have well informed customers and staff in a state of readiness and acceptance,
- Utilise all available communications channels, including advertising, to encourage understanding of the changes taking place,
- Help bring about a longer term change in attitude and behaviours towards the welfare system amongst the people of Northern Ireland.

II.1.6. CPV code(s)

79341400 Advertising campaign services, 79341100 Advertising consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

See Section II.1.5

Estimated value excluding VAT: 600 000 GBP

II.2.2. Information about options

Options: yes

Description of options: Initial period of 2 years with option to extend for another period of 1 year.

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1.

Deposits and guarantees required

None required.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Payments will be made in accordance with the terms and conditions to be set out in the contract documentation.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

No special form is required but one member of a consortium may be required to accept prime contractor responsibility for the other member(s), and a consortium will be required to form a legal entity with appropriate parent company guarantees.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: The 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 the 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 Central Procurement Directorate for further action. If this occurs and the Contractor's performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and the Contractor 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.

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

Minimum level(s) of standards possibly required:

1. Tenderers must demonstrate through the use of example(s) of projects carried out within the last 3 years that their company has the necessary experience to deliver the service detailed in the Specification.

Note: Within the last 3 years is within 3 years of the return date for this competition.

Examples of projects submitted must be full bursts of campaigns which have been evaluated.

This must include;

Name of the contract awarded and contract reference

Customer name and address

Date awarded

Brief description of the scope of the contract and services required.

Details of the methodology for managing the delivery of the contract(s) including what systems and processes were/ are in place and how sub-contractors were managed (if applicable).

Example(s) should include work which demonstrates tenderers ability to address the brief, are within budget, produce results and have been managed effectively. Example(s) should include digital advertising. Example(s) should also include a high level critical path as an Annex. Example(s) should clearly outline experience in the following core competencies:
Strategic Direction and Strategic Planning;

Media Direction;

Creative Direction; and

Account Direction

Examples of artwork such as posters and press or other creative work may be provided, if deemed relevant. This will be accepted in print or DVD formats.

Examples of artwork/creative/DVDs must be submitted to:

c/o Louise Thompson, Supplies & Services Division, CPD, Clare House, 303 Airport Road West, Belfast BT3 9ED prior to the closing date and time detailed in the Instructions to Tenderers.

Please mark it with Project_12939

Response to this must not exceed 8 A4 pages excluding any Annexes.

This excludes any artwork which can be provided separately.

Arial, Font size 12 and 1.5 spacing must be used.

2. Tenderers must demonstrate through the use of example(s) of projects carried out within the last 3 years the following,

— Developing and implementing strategic advice in a complex programme with multiple stakeholders,

— Developing and implementing strategic advertising campaigns with diverse target audiences and stakeholders,

— Demonstrate an understanding of the key challenges facing the public sector in Northern Ireland.

Within the example(s), the individual roles and responsibilities of each of the Key Personnel responsible for providing the strategic advice element of this contract going forward must be provided.

Note: Within the last 3 years is within 3 years of the closing date of this tender competition.

Response to each selection criteria in Point 2 must not exceed 4 A4 pages.

Arial, Font size 12 and 1.5 spacing must be used.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3.

Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

Project_12939

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

IV.3.4. Time limit for receipt of tenders or requests to participate

25.9.2013 - 15:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in days: 90 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

Suppliers Instructions How to Express Interest in this Tender~: 1. Register your company on the eSourcing portal (this is only required once): Suppliers Instructions How to Express Interest in this Tender~: 1. Register your company on the eSourcing portal (this is only required once): <https://e-sourcingni.bravosolution.co.uk> and click the link to register - Accept the terms and conditions and click 'continue' - Enter your correct business and user details - Note the username you chose and click 'Save' when complete - You will shortly receive an email with your unique password (please keep this secure) 2. Express an Interest in the tender - Login to the portal with the username/password - Click the 'PQQs /

ITTs Open To All Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier) - Click on the relevant PQQ/ ITT to access the content. - Click the 'Express Interest' button at the top of the page. - This will move the PQQ /ITT into your 'My PQQs/ My ITTs' page. (This is a secure area reserved for your projects only) -You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ ITT Details' box 3. Responding to the tender - Click 'My Response' under 'PQQ/ ITT Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining) - You can now use the 'Messages' function to communicate with the buyer and seek any clarification - Note the deadline for completion, then follow the onscreen instructions to complete the PQQ/ ITT - There may be a mixture of online & offline actions for you to perform (there is detailed online help available) You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance please consult the online help, or contact the eTendering help desk.

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: CPD will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2006 (SI 2006 No 5) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (England, Wales and Northern Ireland).

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

15.8.2013