

**United Kingdom-Belfast: Educational games**  
**OJ S 162/2014 26/08/2014**  
**Contract award notice**  
**Supplies**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Early Years the Organisation for Young Children

Postal address: 6c Wildflower Way, Apollo Road

Town: Belfast

Postal code: BT12 6TA

Country: United Kingdom

Contact person: Inclusion Team

For the attention of: Mary Quirke

E-mail: [maryq@early-years.org](mailto:maryq@early-years.org)

Telephone: +44 2890387961

Fax: +44 2890381270

**Internet address(es):**

General address of the contracting authority: <http://www.early-years.org>

Address of the buyer profile: [http://www.mytenders.org/search/Search\\_AuthProfile.aspx?ID=AA30508](http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA30508)

**I.2. Type of the contracting authority**

Other: Voluntary Organisation

**I.3. Main activity**

Education

**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**

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**II.1. Description**

**II.1.1. Title**

Resources for new Media Initiative Message "Moving to the country".

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

Supplies

Purchase

Main site or place of performance: Northern Ireland and border counties in Republic of Ireland.

NUTS code UK United Kingdom

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

The Media Initiative for Children (MIFC) has been developed by Early Years – the organisation for young children and is a comprehensive training programme for pre-school practitioners and

teachers. It combines cartoon media messages around diversity with an early years programme. Together they aim to promote positive attitudes to physical, social and cultural differences amongst young children, practitioners and parents. The messages also address bullying behaviours. About the Rural Respecting Difference in the Education Sector Project This is a two project and is a partnership between the Rural Development Council (RDC), Early Years and the Border Counties Childhood Network (BCCN). The project has currently trained and supported 60 primary schools and after schools settings across Northern Ireland and the border counties of Ireland in the Media Initiative for Children Respecting Difference Programme and supplied these 60 schools and after schools settings with MIFC Resource Boxes.

A new message has been developed to support the implementation of the programme in a developmentally appropriate manner for school age and after school age children. This latest episode follows the same format as the previous messages and the themes of the programme, but this message introduces a brand new setting from a rural perspective. The new message features many aspects of rural living while highlighting the importance of farming life, shared education, and sporting and community activities. The cartoon and characters reflect the diversity and vibrancy of rural living.

New resources have been developed as part of this new message and these will further support teachers and practitioners to implement a respecting rights culture within the classroom and after school setting, to create a respecting difference environment where there is a culture of listening to young children and adults can pick up on opportunities to discuss diversity issues using appropriate adult/child interaction strategies.

Early Years is seeking to appoint a suitable company/organisation to both provide these new resources and to distribute them to the 60 schools and after schools settings, who are currently participating in the programme.

Early Years will provide the necessary artwork and designs for these resources if successful, along with the artwork for any other design work. 80 sets of the new resources are currently required.

The training in the MIFC Programme has been carried out since February 2013 and the current resource boxes have been distributed to participating schools and after schools. Therefore tenders must be able to have the content produced and ready for distribution by 10.10.2014 to be distributed to the schools and after school settings before mid-term break. The successful tender will also be expected to store any unused resources until the end of the project, and distribute these in batches when required, before 30.10.2014.

An initial meeting will be held with the successful tender organisation week beginning 20 August 2014 to discuss the various elements of the assignment including production of the resources, storage and distribution requirements.

#### **II.1.5. CPV code(s)**

37524100 Educational games

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

Lowest price

##### **IV.2.2. Information about electronic auction**

#### **IV.3. Administrative information**

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

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2014/S 129-230449](#) of 9.7.2014

### **Section V: Award of contract**

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Lot title: Provision and distribution of new media message resources

#### **V.1. Date of conclusion of the contract**

22.8.2014

#### **V.2. Information about tenders**

Number of tenders received: 1

#### **V.3. Name and address of the contractor**

Official name: Findel Education

Postal address: Nottingham Logistics Centre, Pintail Close

Town: Nottingham

Postal code: NG4 2SG

Country: United Kingdom

#### **V.4. Information on value of the contract/lot**

#### **V.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.1. 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: Special European Union Programmes Body.

#### **VI.2. Additional information**

(MT Ref:139459)

#### **VI.3. Procedures for review**

##### **VI.3.1. Review body**

Official name: Early Years the organisation for young children

Postal address: 6c Wildflower Way Apollo Road

Town: Belfast

Postal code: BT12 6ta

Country: United Kingdom  
E-mail: [maryq@early-years.org](mailto:maryq@early-years.org)  
Telephone: +44 2890387961  
Internet address: [www.early-years.org](http://www.early-years.org)

**VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: 5.8.2014.

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

22.8.2014