

**United Kingdom-Belfast: Advertising services**  
**OJ S 194/2014 09/10/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Office of the First Minister and Deputy First Minister

Postal address: Stormont Castle, Stormont Estate

Town: Belfast

Postal code: BT4 3LP

Country: United Kingdom

For the attention of: Louise Thompson

E-mail: [louise.thompson@dfpni.gov.uk](mailto:louise.thompson@dfpni.gov.uk)

Telephone: +44 2890816519

**Internet address(es):**

General address of the contracting authority: <http://www.dfpni.gov.uk/cpd>

**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**

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**II.1. Description**

**II.1.1. Title**

OFMDFM Classified Placement Service.

**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 (DPS)**

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

The Executive Information Service's Government Advertising Unit (GAU) wishes to appoint a supplier to provide a classified advertising placement service for the Office of the First Minister and deputy First Minister (OFMDFM). The day-to-day management of the contract will be handled by the GAU.

This will consist of placing public notices in classified sections of weekly and daily newspapers, and on occasion public appointments which are normally placed in recruitment

sections, on behalf of OFMDFM. The majority of the Department's recruitment advertising is placed through a separate contract in line with Northern Ireland Civil Service wide recruitment procedure. The contract will also include advice on and placement of digital advertising for the classified advertising placement service.

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

79341000 Advertising services

**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**

Value: 750 000 GBP

**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**

The most economically advantageous tender in terms of

1. Price. Weighting 50
2. Quality. Weighting 50

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

An electronic auction has been used: no

**IV.3. Administrative information**

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

Project\_17862

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

**Contract notice**

Notice number in the OJ S: [2014/S 151-271668](#) of 8.8.2014

**Section V: Award of contract**

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Contract No: P17862

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

29.9.2014

**V.2. Information about tenders**

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

Official name: ASG

Postal address: Anderson House, 409 Hollywood Road

Town: Belfast  
Postal code: BT4 2GU  
Country: United Kingdom  
E-mail: [vludlow@asgireland.com](mailto:vludlow@asgireland.com)  
Telephone: +44 2890802000

#### **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:  
no

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

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 and 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.3. Procedures for review**

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

##### **VI.3.2. 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.3.3. Service from which information about the review procedure may be obtained**

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

6.10.2014