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Contract

## **Public Relations and Communication Services for the Northern Ireland Further Education Sector**

FE Southern Regional College  
FE North West Regional College  
FE South Eastern Regional College  
FE Southern Regional College  
FE South West College  
FE Northern Regional College  
FE Belfast Metropolitan College

F03: Contract award notice

Notice identifier: 2021/S 000-004778

Procurement identifier (OCID): ocids-h6vhtk-029a1b

Published 10 March 2021, 8:56am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

FE Southern Regional College

Patrick Street

Newry

BT35 8DN

#### **Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto: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.1) Name and addresses**

FE North West Regional College

Strand Road

Londonderry

BT48 7AL

**Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto: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.1) Name and addresses**

FE South Eastern Regional College

Victoria Avenue

Newtownards

BT23 7EH

#### **Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

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### **I.1) Name and addresses**

FE Southern Regional College

Patrick Street

Newry

BT35 8DN

**Email**

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Buyer's address

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

**I.1) Name and addresses**

FE South West College

2 Mountjoy Road

Omagh

BT79 7AH

**Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

**Country**

United Kingdom

**NUTS code**

UK - UNITED KINGDOM

**Internet address(es)**

Main address

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Buyer's address

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

### **I.1) Name and addresses**

FE Northern Regional College

Antrim Campus, Fountain Street

Antrim

BT41 4AL

#### **Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto: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.1) Name and addresses**

FE Belfast Metropolitan College

Titanic Quarter Campus, 7 Queens Road

Belfast

BT3 9DT

**Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto: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.2) Information about joint procurement**

The contract involves joint procurement

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

## Public Relations and Communication Services for the Northern Ireland Further Education Sector

Reference number

ID 2978908

### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

NI Further Education Colleges wishes to appoint a Contractor to deliver Public Relations (PR) and Communications Services. This Specification relates to work undertaken by the six regional colleges as a collective group under the direction of the NI FE Colleges' Principals Group. In addition, individual college's specific communications and PR activities will also be included. It is anticipated that this Contract will commence in January 2021 for a duration of two years. There will be the option to extend the Contract for three further periods of one year each.

### **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: £240,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKN - NORTHERN IRELAND

#### **II.2.4) Description of the procurement**

NI Further Education Colleges wishes to appoint a Contractor to deliver Public Relations (PR) and Communications Services. This Specification relates to work undertaken by the six regional colleges as a collective group under the direction of the NI FE Colleges' Principals Group. In addition, individual college's specific communications and PR activities will also be included. It is anticipated that this Contract will commence in January 2021 for a duration of two years. There will be the option to extend the Contract for three further periods of one year each.

#### **II.2.5) Award criteria**

Quality criterion - Name: AC1 Proposed Team Experience / Weighting: 28

Quality criterion - Name: AC2 Contract Management / Weighting: 7

Quality criterion - Name: AC3 Business Continuity / Weighting: 7

Quality criterion - Name: AC4 Proposed Methodology Presentation- Key Issues, Challenges and Opportunities / Weighting: 14

Quality criterion - Name: AC5 Proposed Methodology Presentation- Strategic Communications Approach / Weighting: 14

Cost criterion - Name: AC6 Monthly Retainer Fee / Weighting: 20

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

#### **II.2.11) Information about options**

Options: Yes

Description of options

Three options to extend for any period up to and including one year each.

#### **II.2.13) Information about European Union Funds**

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



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## **Section IV. Procedure**

### **IV.1) Description**

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

Open procedure

#### **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: [2020/S 218-536577](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Contract

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

5 March 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 8

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: 8

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

**V.2.3) Name and address of the contractor**

BROWN O'CONNOR COMMUNICATIONS LLP

2nd Floor Callender House Upper Arthur Street

BELFAST

BT1 4GJ

Email

[chris@brownconnor.com](mailto:chris@brownconnor.com)

Telephone

+44 2890316540

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: £240,000

Total value of the contract/lot: £240,000

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## **Section VI. Complementary information**

### **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. Any challenges are dealt with by the High Court Commercial Division to which proceedings may be issued regarding alleged breaches of the Public Contracts Regulations.

Belfast

Country

United Kingdom