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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

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

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

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 Southern Regional College

Patrick Street

Newry

BT35 8DN

Email

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 West College

2 Mountjoy Road

Omagh

BT79 7AH

Email

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 Northern Regional College

Antrim Campus, Fountain Street

Antrim

BT41 4AL

Email

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

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

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

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](#)

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

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

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