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Contract

DfE - Invest NI - Provision of Public Relations Services and management of Invest NI Wechat and Weibo Social Media Accounts in mainland China

DfE Invest Northern Ireland

F03: Contract award notice

Notice identifier: 2022/S 000-005288

Procurement identifier (OCID): ocds-h6vhtk-02f821

Published 25 February 2022, 12:35pm

Section I: Contracting authority

I.1) Name and addresses

DfE Invest Northern Ireland

Bedford Square, Bedford Street

BELFAST

BT2 7ES

Contact

SSDAdmin.CPDfinance-ni.gov.uk

Email

dfemail@economy-ni.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.economy-ni.gov.uk/>

Buyer's address

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

DfE - Invest NI - Provision of Public Relations Services and management of Invest NI Wechat and Weibo Social Media Accounts in mainland China

Reference number

ID 3661464

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

Invest Northern Ireland wishes to appoint a Contractor to provide PR services to support its mainland China activity on a project basis and to manage their Wechat and Weibo social media accounts. The Contractor shall plan and implement PR and social media activity in order to best showcase Northern Ireland as a place to do business, NI's expertise in key trade sectors and raise the profile of Northern Ireland as an investment location. Activity will include strategic and tactical PR i.e. media liaison, arrange media interviews, drafting press releases and editorial, press briefings etc. and social media content production.

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: £500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 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

Invest Northern Ireland wishes to appoint a Contractor to provide PR services to support its mainland China activity on a project basis and to manage their Wechat and Weibo social media accounts. The Contractor shall plan and implement PR and social media activity in order to best showcase Northern Ireland as a place to do business, NI's expertise in key trade sectors and raise the profile of Northern Ireland as an investment location. Activity will include strategic and tactical PR i.e. media liaison, arrange media interviews, drafting press releases and editorial, press briefings etc. and social media

content production.

II.2.5) Award criteria

Quality criterion - Name: AC1 Proposed Methodology / Weighting: 29.9

Quality criterion - Name: AC2 Account Manager Experience / Weighting: 15.6

Quality criterion - Name: AC3 Proposed reporting and evaluating of activities, outcomes and impact / Weighting: 10.4

Quality criterion - Name: AC4 Project Management / Weighting: 9.1

Cost criterion - Name: AC5 Account Manager Hourly Rate / Weighting: 11.9

Cost criterion - Name: AC6 Partner/Director Hourly Rate / Weighting: 7.7

Cost criterion - Name: AC7 Administrator Hourly Rate / Weighting: 4.9

Cost criterion - Name: AC8 Drafting of by-lined article / editorial / Weighting: 4.2

Cost criterion - Name: AC9 Press Release, localise, distribute and monitor / Weighting: 3.5

Cost criterion - Name: AC10 Localisation of by-lined article / editorial and distribution / Weighting: 2.8

II.2.11) Information about options

Options: Yes

Description of options

After the initial one year contract period, there are 2 further options to extend for up to 1 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: [2021/S 000-028850](#)

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

22 February 2022

V.2.2) Information about tenders

Number of tenders received: 3

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: 3

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

V.2.3) Name and address of the contractor

Shanghai Sida Tuofu Management Consulting Co Ltd

Room 10714, Building 3, No.1700, Gangyan Highway, Gangyan Town, Chongming District

Shanghai

200000

Email

zhanrui@taskforce-china.cn

Telephone

+86 17611001215

Country

China

NUTS code

- CN - China

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: £500,000

Total value of the contract/lot: £500,000

Section VI. Complementary information

VI.3) Additional information

The Contractor's performance on the contract will be regularly monitored in line with PGN 01/12. A Contractor not delivering on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a 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 CPD for further action. If this occurs and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave professional misconduct and they 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.

VI.4) Procedures for review

VI.4.1) Review body

Any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amended.

As above

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

CPD complies with the Public Contracts Regulations 2015 (as amended) and incorporated a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification provided full information on the award decision and provided time for the unsuccessful tenderers to challenge the award decision before the contract was entered into.