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Tender

C1245 - Full Services Marketing

NI Water and its subsidiaries

F05: Contract notice – utilities

Notice identifier: 2025/S 000-006446

Procurement identifier (OCID): ocds-h6vhtk-04e5a0

Published 20 February 2025, 5:25pm

Section I: Contracting entity

I.1) Name and addresses

NI Water and its subsidiaries

Westland House

Belfast

BT14 6TE

Contact

sourcingniwater.com

Email

sourcing@niwater.com

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

C1245 - Full Services Marketing

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

Appointment of a Full Service Marketing Agency to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

II.1.5) Estimated total value

Value excluding VAT: £3,800,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

Appointment of a Full Service Marketing Agency to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £3,800,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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

Negotiated procedure with prior call for competition

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.2.2) Time limit for receipt of tenders or requests to participate

Date

25 March 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 23 June 2025

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: October 2025

VI.4) Procedures for review

VI.4.1) Review body

Northern Ireland Water

Belfast

Country

United Kingdom