

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/014343-2022>

Tender

C1129 - Full Service Marketing Agency

NI Water and its subsidiaries

F05: Contract notice – utilities

Notice identifier: 2022/S 000-014343

Procurement identifier (OCID): ocds-h6vhtk-03009a

Published 24 May 2022, 3:22pm

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

NUTS 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

C1129 - Full Service Marketing Agency

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

NI Water continues to focus on providing clear, relevant and timely information to the public. This will require creative communications solutions, an innovative and insightful approach and most importantly methods to reinforce the value in the minds of the public about the essential service we provide. We intend to appoint a full service marketing contract 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: £2,950,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description**II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79900000 - Miscellaneous business and business-related services
- 79800000 - Printing and related services
- 79300000 - Market and economic research; polling and statistics

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

NI Water continues to focus on providing clear, relevant and timely information to the public. This will require creative communications solutions, an innovative and insightful approach and most importantly methods to reinforce the value in the minds of the public about the essential service we provide. We intend to appoint a full service marketing contract 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

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £2,950,000

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

Duration in months

24

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

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 000-031011](#)

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

Date

20 June 2022

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: 18 September 2022

IV.2.7) Conditions for opening of tenders

Date

20 June 2022

Local time

12:30pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

Northern Ireland Water

Belfast

Country

United Kingdom