

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](mailto: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