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Tender

## **ID 5093096 - DfE - Tourism NI - Evaluation of Tourism Northern Ireland Promotional Campaigns**

Tourism NI

F02: Contract notice

Notice identifier: 2024/S 000-015002

Procurement identifier (OCID): ocds-h6vhtk-0458bb

Published 10 May 2024, 1:41pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Tourism NI

10-12 Linum Chambers, Bedford Street

BELFAST

BT2 7ES

#### **Email**

[ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://www.tourismni.com/>

Buyer's address

<https://www.finance-ni.gov.uk/topics/procurement>

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **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 to the above-mentioned address

## **I.4) Type of the contracting authority**

Body governed by public law

## **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ID 5093096 - DfE - Tourism NI - Evaluation of Tourism Northern Ireland Promotional Campaigns

Reference number

ID 5093096

#### **II.1.2) Main CPV code**

- 79300000 - Market and economic research; polling and statistics

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Tourism Northern Ireland (Tourism NI) is responsible for marketing Northern Ireland as a tourist destination in the Northern Ireland (NI) and Republic of Ireland (ROI) markets. A key part of this marketing activity requires the implementation of a series of advertising campaigns in the Republic of Ireland and Northern Ireland. Tourism NI requires a suitably experienced research provider to evaluate its promotional campaigns over the next 3 years in the NI and ROI markets. Full details of requirements are set out in the Specification document (ID 5093096 - Mid-Tier Schedule 02 (Specification) v1.2).

#### **II.1.5) Estimated total value**

Value excluding VAT: £240,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

### **II.2.4) Description of the procurement**

Tourism Northern Ireland (Tourism NI) is responsible for marketing Northern Ireland as a tourist destination in the Northern Ireland (NI) and Republic of Ireland (ROI) markets. A key part of this marketing activity requires the implementation of a series of advertising campaigns in the Republic of Ireland and Northern Ireland. Tourism NI requires a suitably experienced research provider to evaluate its promotional campaigns over the next 3 years in the NI and ROI markets. Full details of requirements are set out in the Specification document (ID 5093096 - Mid-Tier Schedule 02 (Specification) v1.2).

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £240,000

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

Duration in months

36

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

### **II.2.14) Additional information**

Contract Value. The figure indicated in Section II 1.5 represents an estimated contract value. This value reflects the potential scale of the contract and takes into account the uptake of potential optional services as detailed in the tender documents. This figure does not however take into account the application of indexation. Neither CPD nor the Authority can provide any guarantee as to the level of business under this contract. The Contracting Authority does not bind itself to accept the lowest or any tender. Economic Operators remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the Economic Operator in connection with taking part in this procurement process regardless of whether such costs arise as a consequence, directly or indirectly of any amendments made to the procurement documents by the Contracting Authority at any time. No legally binding contract shall arise (and an Economic Operator shall have no legitimate expectation that a contract will be entered into) until such time as entry into the Contract has been confirmed by the Contracting Authority. Economic Operators should note that all dates, time periods and figures in relation to values and volumes specified in this notice and the procurement documents are approximate only and the Contracting Authority reserves the right to change any or all of them..

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

As per Tender documentation

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As per Tender documentation

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Contract performance will be subject to the conditions specified in the contract and the successful Supplier's performance on the contract will be regularly monitored.

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

Date

10 June 2024

Local time

3:00pm

#### **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: 8 September 2024

#### **IV.2.7) Conditions for opening of tenders**

Date

10 June 2024

Local time

3:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

Contract Monitoring. The successful contractor's performance on the contract will be regularly monitored in line with the tender documentation. Contractors 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 Notice of Unsatisfactory Performance and the contract may be terminated. The issue of a Notice of Unsatisfactory Performance can 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 three years from the date of issue. The Authority expressly reserves the rights: (I). not to award any contract as a result of the procurement process commenced by publication of this notice; (II). to make whatever changes it may see fit to the content and structure of the tendering Competition; (III). to award (a) contract(s) in respect of any part(s) of the services covered by this notice; and (IV). to award contract(s) in stages. In no circumstances will the Authority be liable for any costs incurred by candidates. This project will be used to progress the Government's wider social, economic and environmental objectives..

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The UK does not have any such bodies with responsibility for appeal/mediation procedures. Instead; 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.

Belfast

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 and, where appropriate, will incorporate 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 will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into.