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Contract

## **ID 5050091 - DfE - Invest NI - Provision of PR and Media Relations Services in India, Middle East and Africa (IMEA) Region**

Invest Northern Ireland

F03: Contract award notice

Notice identifier: 2024/S 000-016990

Procurement identifier (OCID): ocids-h6vhtk-043c99

Published 31 May 2024, 11:57am

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

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

Invest Northern Ireland

Bedford Square, 1 Bedford St

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.investni.com/>

Buyer's address

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

**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 5050091 - DfE - Invest NI - Provision of PR and Media Relations Services in India, Middle East and Africa (IMEA) Region

Reference number

ID 5050091

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

- 79416000 - Public relations services

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

Services

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

Invest Northern Ireland wishes to appoint a Contractor to provide Public Relations (PR) and media relations services to support their business development activities across India, Middle East and Africa. The Contractor shall have the ability to deliver PR and media activity across the IMEA region. Invest NI does not require the Contractor to have a physical presence / office location in each of these markets. However, the Contractor must have the ability to be able to deliver work in these markets, if required. This could be via a regional office presence or via collaboration with a third-party sub-contractor whereby the Contractor retains the main contractor status for the duration of the Contract but works with a third-party supplier based in that particular market. Tenderers should refer to the Specification Schedule for more details on the services required.

#### **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: £400,000

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

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

- 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 Public Relations (PR) and media relations services to support their business development activities across India, Middle East and Africa. The Contractor shall have the ability to deliver PR and media activity across the IMEA region. Invest NI does not require the Contractor to have a physical presence / office location in each of these markets. However, the Contractor must have the ability to be able to deliver work in these markets, if required. This could be via a regional office presence or via collaboration with a third-party sub-contractor whereby the Contractor retains the main contractor status for the duration of the Contract but works with a third-party supplier based in that particular market. Tenderers should refer to the Specification Schedule for more details on the services required.

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

Quality criterion - Name: Qualitative Criteria / Weighting: 65

Cost criterion - Name: Quantitative Criteria / Weighting: 35

### **II.2.11) Information about options**

Options: Yes

Description of options

The Client will have the option to extend the contract by two further periods of one 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

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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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-006000](#)

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## 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

31 May 2024

#### V.2.2) Information about tenders

Number of tenders received: 1

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: 1

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

**V.2.3) Name and address of the contractor**

REDHILL COMMUNICATIONS UK LTD

820 The Crescent

Colchester

CO4 9YQ

Email

[anit.kurian@redhill.asia.net](mailto:anit.kurian@redhill.asia.net)

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £400,000

Total value of the contract/lot: £400,000

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## **Section VI. Complementary information**

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

Contract Monitoring. The successful contractor's performance on the contract will be regularly monitored. 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 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**

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 complied 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 was communicated to tenderers. That notification provided full information on the award decision. This provided time for the unsuccessful tenderers to challenge the award decision before the contract was entered into.