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Contract

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

Tourism NI

F03: Contract award notice

Notice identifier: 2024/S 000-020051

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

Published 2 July 2024, 10:34am

### **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://etendersni.gov.uk/epps>

Buyer's address

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

#### **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

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

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £240,000

## **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**

Quality criterion - Name: AC1 - Key Personnel Experience / Weighting: 14

Quality criterion - Name: AC2 - Proposed Methodology / Weighting: 38.5

Quality criterion - Name: AC3 - Contract Management and Contingency / Weighting: 7

Quality criterion - Name: AC4 - Social Value / Weighting: 10.5

Cost criterion - Name: AC5 - Total Tendered Price / Weighting: 30

### **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**

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 potential optional extension periods and the uptake of potential optional services as detailed in the tender documents. 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 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 000-015002](#)

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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**

1 July 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**

COGNISENSE LTD

Adelaide House, 1 Falcon Rd

BELFAST

BT12 6SJ

Email

[theteam@cognisense-uk.com](mailto:theteam@cognisense-uk.com)

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: £240,000

Total value of the contract/lot: £240,000

## Section VI. Complementary information

### VI.3) Additional information

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.. . Insert appropriate reservations of rights and disclaimers of liability here consider - e.g.. . "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.. . and in no circumstances will the Authority be liable for any costs incurred by candidates.".. . .

### 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