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Contract

## **FW Services - Marketing Services Evolve – NI 1227**

SGN EVOLVE NETWORK LTD

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-022093

Procurement identifier (OCID): ocds-h6vhtk-02874b

Published 17 July 2024, 3:58pm

### **Section I: Contracting entity**

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

SGN EVOLVE NETWORK LTD

St Lawrence House, Station Approach

Horley

RH6 9HJ

#### **Email**

[Mark.Andrews@sgn.co.uk](mailto:Mark.Andrews@sgn.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **National registration number**

08822715

**Internet address(es)**

Main address

<https://sgn.co.uk/>

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

The contract is awarded by a central purchasing body

**I.6) Main activity**

Production, transport and distribution of gas and heat

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**Section II: Object**

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

**II.1.1) Title**

FW Services - Marketing Services Evolve – NI 1227

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

SGN EVOLVE NETWORK LTD, is seeking to appoint a creative agency to act as an extension of the marketing function and that can continue to define and communicate a unique brand positioning that will allow SGN Natural Gas to maximise potential in the market and help create a strong connection with customers

**II.1.6) Information about lots**

This contract is divided into lots: No

**II.2) Description**

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

NUTS codes

- UKN - Northern Ireland

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

The creative agency will be expected to have marketing capability and available resource to implement promotional campaigns in off-line and online communication including advertising and digital content, direct marketing, and others to be agreed. Bidders were evaluated both on quality and price. The Price Weight for the ITT was 30%, and the Quality Weight for the ITT was 70%.

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

Price

### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-000004](#)

#### **IV.2.9) Information about termination of call for competition in the form of a periodic indicative notice**

The contracting entity will not award any further contracts based on the above periodic indicative notice

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## **Section V. Award of contract**

### **Contract No**

2024-FW-00597

### **Title**

SERVICES AGREEMENT relating to FW Services - Marketing Services Evolve – NI 1227

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

19 February 2024

**V.2.2) Information about tenders**

Number of tenders received: 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**

GRAY'S COMMUNICATIONS LIMITED

30 Clooney Terrace,

Londonderry,

BT47 6AR

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

NI647073

The contractor is an SME

No

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## **Section VI. Complementary information**

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

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

SGN EVOLVE NETWORK LTD

Horley

RH6 9HJ

Country

United Kingdom