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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

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

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

SGN EVOLVE NETWORK LTD

Horley

RH6 9HJ

Country

United Kingdom