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Contract

Framework Agreement for the Provision of Advertising, Creative Design & Media Buy Services '21

Phoenix Natural Gas

F06: Contract award notice – utilities

Notice identifier: 2021/S 000-022099

Procurement identifier (OCID): ocids-h6vhtk-029d3a

Published 6 September 2021, 10:45pm

Section I: Contracting entity

I.1) Name and addresses

Phoenix Natural Gas

197 Airport Road West

Belfast

BT3 9ED

Contact

Chris Losty

Email

christopher.losty@phoenixgroupni.com

Telephone

+44 2890555817

Country

United Kingdom

NUTS code

UKN - Northern Ireland

Internet address(es)

Main address

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

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

Framework Agreement for the Provision of Advertising, Creative Design & Media Buy Services '21

II.1.2) Main CPV code

- 79341100 - Advertising consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The proposed Framework Agreement involves the delivery of advertising, creative design and the related purchase of appropriate media on behalf of Phoenix Natural Gas and associated Companies. The purpose will be to continue to develop the brand of the Phoenix Natural Gas product with particular emphasis (but not exclusivity) towards the domestic, owner occupier consumer in the Northern Ireland marketplace.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

The combined spend on Advertising, Creative Design and Media purchasing is estimated to be in the region of approximately £400,000 per year. The proposed Contract duration shall initially be for three years with optional extension provision(s) that may, upon invocation by the Utility, extend this period for an additional five years - i.e. the maximum duration of the Framework Agreement being up to eight years. The total potential value of the contract is therefore estimated to be around £3M. Phoenix does not, however, provide any commitment, guarantee nor otherwise warrant that it will purchase any minimum level of services in any year. Phoenix reserves the right to adjust its purchasing requirements based on operational requirements during the term of the contract.

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

Phoenix reserves the right at any time to:

- reject any or all responses and to cancel or withdraw from this procurement at any stage,
- award a contract without prior notice,
- change the basis, the procedures and timescales set out or referred to within the procurement

documents,

- require a bidder to clarify any submissions in writing and/or provide additional information.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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: [2021/S 000-005577](#)

Section V. Award of contract

Contract No

100844CNT

Title

Provision of Advertising, Creative Design & Media Buy Services '21

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 August 2021

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice in Northern Ireland

Royal Courts of Justice, Chichester Street

Belfast

BT1 3JF

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Phoenix will incorporate a minimum 10 calendar day standstill period at the point information on the award of contract is communicated to all participating entities. The standstill period provides time for unsuccessful participating entities to challenge the award decision before the contract is entered into. The Utilities Contracts Regulations 2016 (as amended) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to take action in the High Court (Northern Ireland).