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Contract

C1129 - Full Service Marketing Agency

NI Water and its subsidiaries

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-024160

Procurement identifier (OCID): ocds-h6vhtk-03009a

Published 30 August 2022, 1:40pm

Section I: Contracting entity

I.1) Name and addresses

NI Water and its subsidiaries

Westland House

Belfast

BT14 6TE

Contact

sourcingniwater.com

Email

sourcing@niwater.com

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

C1129 - Full Service Marketing Agency

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

NI Water continues to focus on providing clear, relevant and timely information to the public. This will require creative communications solutions, an innovative and insightful approach and most importantly methods to reinforce the value in the minds of the public about the essential service we provide. We intend to appoint a full service marketing contract to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

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: £2,950,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79900000 - Miscellaneous business and business-related services
- 79800000 - Printing and related services
- 79300000 - Market and economic research; polling and statistics

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

II.2.4) Description of the procurement

NI Water continues to focus on providing clear, relevant and timely information to the public. This will require creative communications solutions, an innovative and insightful approach and most importantly methods to reinforce the value in the minds of the public about the essential service we provide. We intend to appoint a full service marketing contract to support, maintain and develop specified communications activity in relation to internal, external and stakeholder campaigns.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Cost / Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Options to extend

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

Open procedure

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: [2022/S 000-014343](#)

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

30 August 2022

V.2.2) Information about tenders

Number of tenders received: 2

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: 2

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

V.2.3) Name and address of the contractor

GENESIS ADVERTISING LTD

33 College Gardens

BELFAST

BT9 6BT

Email

tenders@wearegenesis.co.uk

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £2,950,000

Total value of the contract/lot: £2,950,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Northern Ireland Water

Belfast

Country

United Kingdom