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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](mailto: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

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## **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

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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: No

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

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

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

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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**

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](mailto: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

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## **Section VI. Complementary information**

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

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

Northern Ireland Water

Belfast

Country

United Kingdom