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Contract

## **DfE - Tourism NI - Appointment of PR, Communications, Influencer and Stakeholder Engagement Support**

Tourism NI

F03: Contract award notice

Notice identifier: 2022/S 000-025004

Procurement identifier (OCID): ocids-h6vhtk-02f738

Published 6 September 2022, 4:58pm

### **Section I: Contracting authority**

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

Tourism NI

Linum Chambers, Bedford Square, Bedford St, Belfast BT2 7ES

BELFAST

BT2 7ES

#### **Contact**

ssdadmin.cpdfinance-ni.gov.uk

#### **Email**

[SSDAdmin.CPD@finance-ni.gov.uk](mailto:SSDAdmin.CPD@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

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

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

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

DfE - Tourism NI - Appointment of PR, Communications, Influencer and Stakeholder Engagement Support

Reference number

ID 3347735

**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**

DfE - Tourism NI - Appointment of PR, Communications, Influencer and Stakeholder Engagement Support

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £2,875,000

### **II.2) Description**

#### **II.2.1) Title**

Northern Ireland Consumer PR

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKN - Northern Ireland

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

DfE - Tourism NI - Appointment of PR, Communications, Influencer and Stakeholder Engagement Support

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

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Quantitative Criteria / Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

### **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**

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

## **II.2) Description**

### **II.2.1) Title**

Republic of Ireland Consumer PR and Stakeholder Engagement

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKN - Northern Ireland

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

DfE - Tourism NI - Appointment of PR, Communications, Influencer and Stakeholder Engagement Support

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

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Quantitative Criteria / Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

### **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**

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

## **II.2) Description**

### **II.2.1) Title**

Northern Ireland Corporate and Industry Communications and Stakeholder Engagement

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKN - Northern Ireland

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

DfE - Tourism NI - Appointment of PR, Communications, Influencer and Stakeholder Engagement Support

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

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Quantitative Criteria / Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

### **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**

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

## **II.2) Description**

### **II.2.1) Title**

Republic of Ireland and Northern Ireland Influencer Marketing

Lot No

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKN - Northern Ireland

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

DfE - Tourism NI - Appointment of PR, Communications, Influencer and Stakeholder Engagement Support

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

Quality criterion - Name: Qualitative Criteria / Weighting: 80

Cost criterion - Name: Quantitative Criteria / Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

### **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**

Contract will run for 2 years initially, with the option to extend for 3 further periods of 1 year up to a maximum duration of 5 years.

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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: Yes

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

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

Notice number: [2021/S 000-028617](#)

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

The contracting authority will not award any further contracts based on the above prior information notice



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

### **Contract No**

1

### **Lot No**

1

### **Title**

Northern Ireland Consumer PR

A contract/lot is awarded: Yes

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

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

6 September 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 10

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: 10

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

#### **V.2.3) Name and address of the contractor**

JAGO COMMUNICATIONS LTD

SCOTTISH PROVIDENT BUILDING

BELFAST

BT1 6JH

Email

[shona@jagocommunications.com](mailto:shona@jagocommunications.com)

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £833,333

Total value of the contract/lot: £833,333

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

### **Contract No**

2

### **Lot No**

2

### **Title**

Republic of Ireland Consumer PR and Stakeholder Engagement

A contract/lot is awarded: Yes

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

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

6 September 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 10

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: 10

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

#### **V.2.3) Name and address of the contractor**

JAGO COMMUNICATIONS LTD

SCOTTISH PROVIDENT BUILDING

BELFAST

BT1 6JH

Email

[shona@jagocommunications.com](mailto:shona@jagocommunications.com)

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,000,000

Total value of the contract/lot: £1,000,000

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

### **Contract No**

3

### **Lot No**

3

### **Title**

Northern Ireland Corporate and Industry Communications and Stakeholder Engagement

A contract/lot is awarded: Yes

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

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

6 September 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 10

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: 10

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

#### **V.2.3) Name and address of the contractor**

MCE N.I. LTD

3rd Floor, 83-85 Victoria Street

BELFAST

BT1 4PB

Email

[info@mcecomms.com](mailto:info@mcecomms.com)

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £416,667

Total value of the contract/lot: £416,667

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

### **Contract No**

4

### **Lot No**

4

### **Title**

Republic of Ireland and Northern Ireland Influencer Marketing

A contract/lot is awarded: Yes

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

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

6 September 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 10

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: 10

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

#### **V.2.3) Name and address of the contractor**

JAGO COMMUNICATIONS LTD

SCOTTISH PROVIDENT BUILDING

BELFAST

BT1 6JH

Email

[shona@jagocommunications.com](mailto:shona@jagocommunications.com)

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £625,000

Total value of the contract/lot: £625,000



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## **Section VI. Complementary information**

### **VI.3) Additional information**

The successful Contractor's performance on this Contract will be managed as per the specification and regularly monitored. Contractors. not delivering on contract... requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor. fails to reach satisfactory... levels of contract performance they will be given a specified time to improve. If, after the specified time, they. still fail to reach satisfactory... levels of contract performance, the matter will be escalated to senior management in CPD for further action.. If this occurs and their... performance still does not improve to satisfactory levels within the specified period, it may be regarded as an. act of grave. professional... misconduct and they may be issued with a Notice of Unsatisfactory Performance and this Contract may be. terminated. A central register... of such Notices for supplies and services contracts will be maintained and published on the CPD website.. Any. contractor in receipt of a... Notice of Unsatisfactory Performance will be required to declare this in future tender submissions for. a period of three years from the... date of issue of the Notice. It may also result in the contractor being excluded from all procurement. competitions being undertaken by... Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement. Policy.

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

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

The UK does not have any such bodies with responsibility for appeal/mediation procedures. Instead; any challenges are dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the PCR 2015 as amended.

Belfast

Country

United Kingdom