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Tender

DfE - Invest NI - Provision of Public Relations Services and management of Invest NI Wechat and Weibo Social Media Accounts in mainland China

DfE Invest Northern Ireland

F02: Contract notice

Notice identifier: 2021/S 000-028850

Procurement identifier (OCID): ocds-h6vhtk-02f821

Published 18 November 2021, 4:44pm

The closing date and time has been changed to:

10 January 2022, 3:00pm

See the [change notice](#).

Section I: Contracting authority

I.1) Name and addresses

DfE Invest Northern Ireland

Bedford Square, Bedford Street

BELFAST

BT2 7ES

Contact

SSDAdmin.CPDfinance-ni.gov.uk

Email

SSDAdmin.CPD@finance-ni.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.economy-ni.gov.uk>

Buyer's address

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

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

DfE - Invest NI - Provision of Public Relations Services and management of Invest NI Wechat and Weibo Social Media Accounts in mainland China

Reference number

ID 3661464

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

Invest Northern Ireland wishes to appoint a Contractor to provide PR services to support its mainland China activity on a project basis and to manage their Wechat and Weibo social media accounts. The Contractor shall plan and implement PR and social media activity in order to best showcase Northern Ireland as a place to do business, NI's expertise in key trade sectors and raise the profile of Northern Ireland as an investment location. Activity will include strategic and tactical PR i.e. media liaison, arrange media interviews, drafting press releases and editorial, press briefings etc. and social media content production.

II.1.5) Estimated total value

Value excluding VAT: £500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

- 79410000 - Business and management consultancy services
- 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

Invest Northern Ireland wishes to appoint a Contractor to provide PR services to support its mainland China activity on a project basis and to manage their Wechat and Weibo social media accounts. The Contractor shall plan and implement PR and social media activity in order to best showcase Northern Ireland as a place to do business, NI's expertise in key trade sectors and raise the profile of Northern Ireland as an investment location. Activity will include strategic and tactical PR i.e. media liaison, arrange media interviews, drafting press releases and editorial, press briefings etc. and social media content production.

II.2.5) Award criteria

Quality criterion - Name: AC1 Proposed Methodology / Weighting: 29.9

Quality criterion - Name: AC2 Account Manager Experience / Weighting: 15.6

Quality criterion - Name: AC3 Proposed reporting and evaluating of activities, outcomes and impact / Weighting: 10.4

Quality criterion - Name: AC4 Contract Management / Weighting: 9.1

Cost criterion - Name: AC5 Account Manager / Weighting: 11.9

Cost criterion - Name: AC6 Partner/Director / Weighting: 7.7

Cost criterion - Name: AC7 Administrator / Weighting: 4.9

Cost criterion - Name: AC8 Drafting of by-lined article / editorial / Weighting: 4.2

Cost criterion - Name: AC9 Press Release, localise, distribute and monitor / Weighting: 3.5

Cost criterion - Name: AC10 Localisation of by-lined article / editorial and distribution /
Weighting: 2.8

II.2.6) Estimated value

Value excluding VAT: £500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Prior to expiry of contract anticipated to be February 2025.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

After the initial one year contract period, there are 2 further options to extend for up to 1 year each.

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.3) Technical and professional ability

List and brief description of selection criteria

SC1 Company Experience

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

The Client will monitor the Contractor's performance against the specified KPIs and as detailed in the Commercial Conditions of Contract Schedule 3 Contract Management/Monitoring Schedule.

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.2.2) Time limit for receipt of tenders or requests to participate

Originally published as:

Date

20 December 2021

Local time

3:00pm

Changed to:

Date

10 January 2022

Local time

3:00pm

See the [change notice](#).

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 20 March 2022

IV.2.7) Conditions for opening of tenders

Date

20 December 2021

Local time

3:30pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 3 months prior to expiry of this contract anticipated to be November 2025.

VI.3) Additional information

Contract Monitoring. The successful Contractor's performance on this Contract will be managed as per the specification and regularly monitored (see Procurement Guidance Note 01/12 - Contract Management - Procedures and Principles). 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 special review body with responsibility for appeal/mediation procedures in public procurement.

As above

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 (as amended) and, where appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into.