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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): ocids-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](mailto: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

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## **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

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## **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.

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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.2.2) 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

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## **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.