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Tender

Advertising, Design and Media Buying Services

Firmus Energy (Distribution) Limited

F05: Contract notice – utilities

Notice identifier: 2021/S 000-031895

Procurement identifier (OCID): ocds-h6vhtk-03040e

Published 21 December 2021, 11:36am

Section I: Contracting entity

I.1) Name and addresses

Firmus Energy (Distribution) Limited

A4/A5 Fergusons Way, Kilbegs Industrial Estate

ANTRIM

BT414LZ

Email

procurement@firmusenergy.co.uk

Country

United Kingdom

NUTS code

UKN0D - Antrim and Newtownabbey

Internet address(es)

Main address

www.firmusenergy.co.uk

I.3) Communication

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

<https://www.firmusenergy.co.uk/publications/category/tender-opportunities/specific/advertising-design-media-buyingtender>

Additional information can be obtained from the above-mentioned address

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

I.6) Main activity

Production, transport and distribution of gas and heat

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising, Design and Media Buying Services

Reference number

MKT22

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

firmus energy (Distribution) Limited (firmus energy) wishes to procure advertising, design and media buying

services for itself and firmus energy (Supply) Limited. The estimated total value set out below represents firmus

energy's current estimate of the entire potential value of the contract, over a maximum potential five (5) year

period, for all lots.

II.1.5) Estimated total value

Value excluding VAT: £1,550,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

3

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Bidders are permitted to apply for one or more lots, up to a maximum of all 3 lots available. firmus energy will

not however award a contract for all of the lots. It is firmus energy's intention to award a single contract for

either: (a) each of Lots 1 and 2 (and terminate Lot 3); or (b) a single contract for Lot 3 (and terminate Lots 1 and

2). Further information is provided in the PQQ document.

II.2) Description

II.2.1) Title

Advertising and Design Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Northern Ireland

II.2.4) Description of the procurement

The scope of services required by firmus energy under this Lot will include:

- Advertising and Design Services:
- Provide brand development and management
- Develop, present and execute creative concepts and designs
- Produce all advertising artwork for media outlets
- Handle all liaison with advertising media
- Manage market research
- Provide campaign analysis and management information
- Account manage all activities surrounding the campaigns
- Provide all artwork to client in required formats
- Delivery of services required in a cost effective manner, representing best value to firmus energy

The estimated value set out below represents firmus energy's current estimate of the entire potential value of

Lot 1, over a maximum potential five (5) year period.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £300,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

firmus energy currently anticipates that any contract awarded will commence in March 2022 and continue

thereafter for an initial period of three (3) years, with the option for firmus energy, acting at its discretion, to

extend for a further period of two (2) years.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 4

Objective criteria for choosing the limited number of candidates:

As set out in the PQQ document.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Media Buying Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Northern Ireland

II.2.4) Description of the procurement

The scope of services required by firmus energy under this Lot will include:

- Media:
- Develop, present and execute media strategy in light of market research and intelligence work
- Provide guidance, advice and plans for proposed media outlets
- Investigate and book media channels
- Negotiate all media discounts
- Report campaign analysis

The estimated value set out below represents firmus energy's current estimate of the

entire potential value of

Lot 2, over a maximum potential five (5) year period.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,250,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

firmus energy currently anticipates that any contract awarded will commence in March 2022 and continue

thereafter for an initial period of three (3) years, with the option for firmus energy, acting at its discretion, to

extend for a further period of two (2) years.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 4

Objective criteria for choosing the limited number of candidates:

As set out in the PQQ document.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Advertising, Design and Media Buying Services

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKN - Northern Ireland

Main site or place of performance

Northern Ireland

II.2.4) Description of the procurement

Lot 3 encompasses all of the services described above for each of Lots 1 and 2.

The estimated value set out below represents firmus energy's current estimate of the entire potential value of

Lot 3, over a maximum potential five (5) year period.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,550,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

firmus energy currently anticipates that any contract awarded will commence in March 2022 and continue

thereafter for an initial period of three (3) years, with the option for firmus energy, acting at its discretion, to

extend for a further period of two (2) years.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 4

Objective criteria for choosing the limited number of candidates:

As set out in the PQQ document.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As set out in the PQQ document.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.4) Objective rules and criteria for participation

List and brief description of rules and criteria

As set out in the procurement documents.

III.1.6) Deposits and guarantees required

firmus energy reserves the right to require bonds, deposits, guarantees or other forms of undertaking or security

to ensure proper contractual performance.

III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Subject to the status and involvement of the parties, firmus energy may require the parties to commit to joint and

several liability in respect of the contract. Alternatively, firmus energy may require the lead provider to take total

responsibility or a consortium to form a legal entity before entering into any contract.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

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

Date

24 January 2022

Local time

5:00pm

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

Duration in months: 3 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

firmus energy reserves the right to award the contract on the basis of the initial tenders received without

conducting any negotiations. The services required by firmus energy are being procured competitively in

accordance with the Utilities Contracts Regulations 2016 (as amended). The Pre-Qualification Questionnaire

(PQQ) is available at the website set out in Section I of this notice. Bidders who wish to participate in this tender

process must first contact procurement@firmusenergy.co.uk to request the password to access the PQQ

document, register their interest and provide contact details for their organisation. Bidders who fail to provide

their details or register in this manner will not receive any clarifications or updated information provided by

firmus energy during the tender process. Firmus energy will provide password details as soon as possible

following request by a bidder. During the holiday period, there may be a slight delay in the password being

made available, however firmus energy will endeavour to provide password details within 24 hours following

request by a bidder. The costs of responding to this notice and participation in the process will be borne by each

bidder. All discussions and correspondence will be deemed strictly subject to contract until a formal contract(s)

is entered into. The formal contract(s) shall not be binding until it (they) have been signed and dated by the duly

authorised representatives of both parties.

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice in Northern Ireland

Royal Courts of Justice, Chichester Street

Belfast

BT1 3JF

Email

office@courtsni.gov.uk

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

firmus energy will incorporate a minimum 10 calendar day standstill period at the point information on the

award of contract is communicated to all bidders. The standstill period provides time for unsuccessful bidders

to challenge the award decision before the contract is entered into. The Utilities Contracts Regulations 2016 (as

amended) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rules to

take action in the High Court (Northern Ireland).

VI.4.4) Service from which information about the review procedure may be obtained

firmus energy (Distribution) Limited

A4/A5 Fergusons Way, Kilbegs Industrial Estate

Antrim

BT41 4LZ

Country

United Kingdom