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Tender

## **S1210 (2025) Public Information and Awareness Campaigns**

Northern Ireland Electricity Networks Ltd

F05: Contract notice – utilities

Notice identifier: 2024/S 000-034154

Procurement identifier (OCID): ocids-h6vhtk-04b026

Published 22 October 2024, 2:14pm

### **Section I: Contracting entity**

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

Northern Ireland Electricity Networks Ltd

120 Malone Road,

Belfast,

BT9 5HT

#### **Email**

[Charlotte.Mercier@nienetworks.co.uk](mailto:Charlotte.Mercier@nienetworks.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKN - Northern Ireland

#### **Internet address(es)**

Main address

[www.nienetworks.co.uk](http://www.nienetworks.co.uk)

### **I.3) Communication**

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

<https://e-sourcingni.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://e-sourcingni.bravosolution.co.uk>

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

### **I.6) Main activity**

Electricity

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## **Section II: Object**

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

#### **II.1.1) Title**

S1210 (2025) Public Information and Awareness Campaigns

Reference number

S1210 (2025)

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

NIE Networks wishes to procure services in the following and related areas:

1. Creative concept and design,
2. Media and digital planning and buying,
3. Advertising campaign management including evaluation and general advice and assistance in regard to advertising across Northern Ireland.

The contractor will be required to support NIE Networks core team of communications and media specialists by delivering campaigns in the following areas:

- Safety
- Recruitment
- Vulnerable customers
- Security of supply

Please note this list is not exhaustive

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,420,000

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

This contract is divided into lots: No

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

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

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - 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**

NIE Networks wishes to procure services in the following and related areas:

1. Creative concept and design,
2. Media and digital planning and buying,
3. Advertising campaign management including evaluation and general advice and assistance in regard to advertising across Northern Ireland.

The contractor will be required to support NIE Networks core team of communications and media specialists by delivering campaigns in the following areas:

- Safety
- Recruitment
- Vulnerable customers
- Security of supply

Please note this list is not exhaustive

#### **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: £2,420,000

#### **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

The Framework Agreement period is 3 (three) years with the option, exercisable exclusively by NIE Networks, to extend the Framework Agreement for up to a further 2 (two) years.

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

Maximum number: 6

Objective criteria for choosing the limited number of candidates:

As specified within the PQQ and/or tender documents available from the address specified at I.3) above with the reference project S1210 (2025) Public Information and Awareness Campaign.

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework Agreement period is 3 (three) years with the option, exercisable exclusively by NIE Networks, to extend the Framework Agreement for up to a further 2 (two) 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

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## **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 specified within the PQQ and/or tender documents available from the address specified at I.3) above with the reference project S1210 (2025) Public Information and Awareness Campaign.

#### **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 specified within the PQQ and/or tender documents available from the address specified at I.3) above with the reference project S1210 (2025) Public Information and Awareness Campaign.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### **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**

Date

26 November 2024

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

9 January 2025

#### **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: 6 (from the date stated for receipt of tender)



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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: 60 months

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

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

Northern Ireland Electricity Networks Limited

120 Malone Road

Belfast

BT9 5HT

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

High Court of Justice in Northern Ireland

Royal Courts of justice, Chichester Street

Belfast

BT1 3JY

Country

United Kingdom

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

Northern Ireland Electricity Networks Limited

Belfast

Country

United Kingdom

Internet address

[www.nienetworks.co.uk](http://www.nienetworks.co.uk)