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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

Country

United Kingdom

Region code

UKN - Northern Ireland

Internet address(es)

Main address

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

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

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.

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)

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