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Contract

## **Marketing and Communications Services**

West Yorkshire Combined Authority

F03: Contract award notice

Notice identifier: 2023/S 000-003511

Procurement identifier (OCID): ocds-h6vhtk-02e545

Published 3 February 2023, 6:39pm

### **Section I: Contracting authority**

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

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

#### **Contact**

Darren Wood

#### **Email**

[darren.wood@westyorks-ca.gov.uk](mailto:darren.wood@westyorks-ca.gov.uk)

#### **Telephone**

+44 1133481789

#### **Country**

United Kingdom

**Region code**

UKE4 - West Yorkshire

**National registration number**

8876556

**Internet address(es)**

Main address

<https://www.westyorks-ca.gov.uk>

Buyer's address

<https://yortender.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Marketing and Communications Services

Reference number

CA56970

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

- 79340000 - Advertising and marketing services

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

Services

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

CONTRACT AWARD

The West Yorkshire Combined Authority is seeking to establish a Framework to provide Marketing and Communications Services. The Supplier/s will be responsible for providing the following scope of services (but not limited to) either directly or via sub-contractor arrangements: Campaign Strategy, Concept Development, Creative and Design, Campaign Delivery, Media Relations, Digital and Social Media, Content Creation, Copy Writing, Photography and Videography and Media Planning and Buying.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £2,000,000

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

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

- 72413000 - World wide web (www) site design services

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services

### **II.2.3) Place of performance**

NUTS codes

- UKE4 - West Yorkshire

### **II.2.4) Description of the procurement**

The West Yorkshire Combined Authority is seeking to establish a Framework to provide Marketing and Communications Services. The Supplier/s will be responsible for providing the following scope of services (but not limited to) either directly or via sub-contractor arrangements: Campaign Strategy, Concept Development, Creative and Design, Campaign Delivery, Media Relations, Digital and Social Media, Content Creation, Copy Writing, Photography and Videography and Media Planning and Buying.

The Framework will consist of 1 Lot for all services with a maximum of 4 Suppliers. The Framework Contract Term will be for an initial two (2) year term with two 12-month optional extensions to be applied annually up to a maximum of two (2) years (maximum contract term of 4 years) with a total value range of up to £2m.

### **II.2.5) Award criteria**

Quality criterion - Name: Resources / Weighting: 175

Quality criterion - Name: Methodology / Weighting: 175

Quality criterion - Name: Project Management & Performance / Weighting: 100

Quality criterion - Name: Innovation / Weighting: 75

Quality criterion - Name: Knowledge Transfer / Weighting: 75

Quality criterion - Name: Social Value / Weighting: 100

Price - Weighting: 300

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

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

Projects funded by European Union funds (for example: ERDF, ESIF) may be required to procure the services as specified and contracted as a consequence of this procurement in support of the delivery of the respective project.

#### **II.2.14) Additional information**

Call-off methods: Call-offs may be made by direct award or further competition. Full details of the call-off methods can be found in the published tender documents.

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## **Section IV. Procedure**

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

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

Open procedure

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

The procurement involves the establishment of a framework agreement

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-022167](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Marketing and Communications Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

9 January 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 13

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

McCann Erickson Central Limited t/a McCann Leeds

Communications House, Highlands Road

Solihull

B90 4WE

Country

United Kingdom

NUTS code

- UKG32 - Solihull

National registration number

01983874

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Steffco Ltd t/a Resource

78 Armley Road

Leeds

LS12 2EJ

Country

United Kingdom

NUTS code

- UKE42 - Leeds

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

The Ark Marketing & Media Ltd

Unit 4 Pudsey Business Park, 47 Kent Road

Leeds

LS28 9BB

Country

United Kingdom

NUTS code

- UKE42 - Leeds

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Thompson Brand Partners Ltd

The Old Stables, Springwood Gardens

Leeds

LS8 2QB

Country

United Kingdom

NUTS code

- UKE42 - Leeds

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £2,000,000

Total value of the contract/lot: £2,000,000



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## **Section VI. Complementary information**

### **VI.3) Additional information**

This procurement is in connection with the following PIN notices:

2021/S 000-024021

2021/S 000-026053

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

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

High Court of England and Wales

London

Country

United Kingdom

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

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Email

[darren.wood@westyorks-ca.gov.uk](mailto:darren.wood@westyorks-ca.gov.uk)

Country

United Kingdom