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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

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

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.

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](#)

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

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

Country

United Kingdom

