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Planning

YPO - 001069 Creative Marketing, Brand Marketing, PR & Public Affairs, Print and Digital Production Services

YPO

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-004430

Procurement identifier (OCID): ocids-h6vhtk-0298a2

Published 5 March 2021, 10:55am

Section I: Contracting authority

I.1) Name and addresses

YPO

41 Industrial Park

Wakefield

WF2 0XE

Contact

Mimi Toure-Watts

Email

Mimi.Toure-Watts@ypo.co.uk

Telephone

+44 01924664680

Country

United Kingdom

NUTS code

UKE4 - West Yorkshire

Internet address(es)

Main address

<http://www.ypo.co.uk/>

Buyer's address

<https://procontract.due-north.com/register?ReadForm>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from another address:

YPO

41 Industrial Park

Wakefield

WF2 0XE

Contact

Mimi Toure-Watts

Email

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Main address

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Buyer's address

<https://procontract.due-north.com/register?ReadForm>

I.4) Type of the contracting authority

Other type

General Public Services

I.5) Main activity

Education

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

YPO - 001069 Creative Marketing, Brand Marketing, PR & Public Affairs, Print and Digital Production Services

Reference number

001069

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

YPO is looking to establish a multi-lot Framework to appoint several suppliers to provide services to YPO such as Marketing, PR & Public Affairs, Print and Video Production. This Prior Information Notice (PIN) is intended as an early notice to the market and an invitation for pre-procurement market engagement and dialogue with YPO.

The Framework Agreement is likely to cover the period from the 01 August 2021 to 31 July 2025. Please note that these dates are not definite and may change at YPOs sole discretion.

YPO reserves the right to not commit to advertising this tender. Any information provided by suppliers prior to any advertising of the tender will not be used to determine the outcome of any processes. Should YPO wish to proceed further a formal procurement process will be followed in accordance with YPO's contract procedure rules.

Please note that this notice is to undertake early supplier engagement only, information is being sought without prejudice and without commitment. If you are interested in this opportunity, please email the named contact on this form – Mimi.Toure-Watts@ypo.co.uk by 19 March 2021.

The information given in this PIN is indicative and may be subject to change. Nothing in this PIN shall oblige YPO to proceed with this framework and YPO shall be entitled to revise its service requirements or decide not to proceed at all.

II.1.5) Estimated total value

Value excluding VAT: £2,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products
- 79300000 - Market and economic research; polling and statistics
- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services
- 79800000 - Printing and related services
- 92100000 - Motion picture and video services

II.2.3) Place of performance

NUTS codes

- UKE45 - Wakefield

II.2.4) Description of the procurement

YPO are looking to shape this Framework with the help of supplier engagement to ensure the Framework can offer maximum coverage of services within the scope of Creative Marketing. The general scope of the services being considered for this Framework are as follows:

Lot 1 Creative Agency,

Lot 2 Brand Marketing,

Lot 3 PR and Public Affairs,

Lot 4 General Print,

Lot 5 General Print and Fulfilment, and

Lot 6 Video Production.

The Lot structure may be subject to change based on the outcome of pre-market

engagement.

YPO are also interested to hear from suppliers who offer services such as Print on Demand or any other cost effective print techniques and to understand this offering further.

The information given in this PIN is indicative and may be subject to change. Nothing in this PIN shall oblige YPO to proceed with this framework and YPO shall be entitled to revise its service requirements or decide not to proceed at all.

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

This contract is subject to renewal

Yes

Description of renewals

There is a possibility that this framework will be subject to renewal 3.5 years from the commencement date.

II.2.14) Additional information

This Prior Information Notice (PIN) is not a call for competition for the purposes of Regulation 26 and 48 of the Public Contracts Regulations 2015. A specific call for competition for this procurement is likely to be published by means of a contract notice in April 2021. It is YPO's intention to utilise the Open procurement procedure for the appointment of suitably qualified suppliers for each Lot.

Please note that this notice is to undertake early supplier engagement only, information is being sought without prejudice and without commitment. If you are interested in this opportunity, please email the named contacts on this form

YPO will incorporate a standstill period at the point of notification of the award of contract is provided to all bidders. The standstill period will be for a minimum of 10 calendar days and provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into. The Public Contract Regulations 2015 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 (England, Wales and Northern Ireland).

II.3) Estimated date of publication of contract notice

12 April 2021

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes