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Tender

Global Brand Review: External and Internal Content Services RFP

NATIONAL GRID UK LIMITED

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-007107

Procurement identifier (OCID): ocds-h6vhtk-05f915 ([view related notices](#))

Published 27 January 2026, 1:44pm

Scope

Reference

WS5520552571

Description

Our organisation is entering a period of accelerated growth and increased investment in major strategic infrastructure initiatives to support a smarter, cleaner energy future.

To enable this transformation, we are undertaking a brand refresh to improve alignment and engagement across our stakeholder groups. We are initiating a global brand refresh to modernise how we communicate our purpose, impact, and long-term ambition.

Through this RFP, we are seeking a strategic content and creative partner with multinational capability to support the development of refreshed web content, brand storytelling, video and motion assets, and supporting materials for both internal and external audiences.

The programme will follow an accelerated timeline, beginning with onboarding in the

upcoming months and culminating in delivery within the same calendar year. The selected agency should demonstrate strong digital capability, creative excellence, and a proven ability to collaborate with brand, content, and wider organisational stakeholders.

This RFP outlines the anticipated scope, delivery phases, governance expectations, and commercial framework. We aim to appoint a partner who can elevate our brand narrative, ensure consistency across channels, and help bring our renewed global brand to life with clarity, cohesion, and impact.

Total value (estimated)

- £2,220,000 excluding VAT
- £2,664,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 15 April 2026 to 14 April 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom
- US - United States

Participation

Legal and financial capacity conditions of participation

As outlined in Tender Pack

Technical ability conditions of participation

As outlined in Tender Pack

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

30 January 2026, 4:00pm

Submission type

Tenders

Tender submission deadline

6 February 2026, 2:00pm

Submission address and any special instructions

All submissions will be managed through the e-tendering portal Ariba where a National Grid supplier account and pre-registration questionnaire is mandatory.

To register to this portal and to obtain access to the tender. An EOI and NDA must be completed, signed and returned to:

jessica.shepherd@nationalgrid.com

Support can be found using: <https://support.ariba.com/item/view/204264>.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

1 April 2026

Award criteria

Name	Type	Weighting
Technical Written (Supplier Selection Phase 1)	Quality	35%
Technical Presentations (Phase 2)	Quality	35%
Commercial	Cost	30%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Competitive flexible procedure description

This procurement will be conducted under the Competitive Flexible Procedure, allowing for a structured process that may include negotiation and refinement to ensure best overall value.

The process will consist of two phases:

Phase 1 - Supplier Selection:

Interested suppliers will complete a Supplier Selection Questionnaire via our e?tendering platform. This stage assesses capability through mandatory criteria and weighted scoring to determine the shortlist for Phase 2.

Phase 2 - Technical Presentation & Request for Proposal (RFP):

Shortlisted suppliers will be invited to submit a detailed proposal and deliver a technical presentation. Pricing must be submitted in GBP. This stage will be managed through our e?tendering system and virtual meeting tools.

A negotiation and/or Best and Final Offer (BAFO) stage may be used to ensure value for money. Suppliers must confirm their ability to contract on our standard Terms and Conditions as issued with the tender documents.

We intend to appoint one primary supplier but may award to up to two suppliers if this delivers best value and service capability. Contract award remains subject to successful negotiations and contract execution.

This Competitive Flexible Procedure under PA23 allows National Grid to design a process that includes negotiation and refinement of proposals to achieve best value. Suppliers should note that:

- Award criteria may be refined during the process, and any changes will be communicated transparently.
- Multiple tendering rounds may occur, including opportunities for suppliers to revise proposals.
- Negotiation may take place after initial submissions to clarify and improve offers.
- The process will remain compliant with PA23 principles of fairness, transparency, and equal treatment.

Reduced tendering period

Yes

Qualifying planned procurement notice - minimum 10 days

Documents

Documents to be provided after the tender notice

The Tender Pack will be provided on our e-tendering platform (Ariba), and as set out within the PPN and EOI instructions. Suppliers must submit a completed EOI to request participation, and a signed NDA must be returned before access to the tender documents is granted.

Once registered and the NDAs have been returned, you will be invited to the RFP and granted access to the necessary documents to submit your proposal.

Contracting authority

NATIONAL GRID UK LIMITED

- Companies House: 04508773
- Public Procurement Organisation Number: PGTR-4481-CJPQ

1-3 Strand

London

WC2N 5EH

United Kingdom

Email: jessica.shepherd@nationalgrid.com

Region: UKI32 - Westminster

Organisation type: Private utility