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Tender

Communications Framework

NORTHERN GAS NETWORKS LIMITED

F05: Contract notice – utilities

Notice identifier: 2021/S 000-007242

Procurement identifier (OCID): ocds-h6vhtk-02a3bb

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Section I: Contracting entity

I.1) Name and addresses

NORTHERN GAS NETWORKS LIMITED

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LEEDS

LS158TU

Contact

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Country

United Kingdom

NUTS code

UKE42 - Leeds

Internet address(es)

Main address

www.northerngasnetworks.co.uk/procurement

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

www.northerngasnetworks.co.uk/procurement

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Production, transport and distribution of gas and heat

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communications Framework

II.1.2) Main CPV code

- 73000000 - Research and development services and related consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

NGN requires a Framework to call off suppliers for various services (Lots) within the business Internal and External Communications arena. We want to widen our opportunities to be able to utilise the advanced technology available in today's market for internal and external communications activities.

The scope of the requirements will be divided into 6 individual Lots as follows:

LOT 1 - Design and Interactive

LOT 2 - Print

LOT 3 - Copywriting

LOT 4 - Film, Video and Animation

LOT 5 - Internal Communications Consultancy

LOT 6 - Event and Exhibition Management

II.1.5) Estimated total value

Value excluding VAT: £1,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

LOT 1 - Design and Interactive

Lot No

1

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services
- 92000000 - Recreational, cultural and sporting services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

LOT 1 - Design & Interactive

Design services for print and online including strategic thinking, creative development, graphic design, illustration and art working.

NGN is looking for strategic creative partners to work as an extension to the in-house design team to support on varied projects from research and insight to design realisation.

The NGN Comms team is responsible for communicating to a wide range of audiences through print, online and mobile, from campaign creative to flyers, leaflets, letters, and brochures to corporate reports, branded merchandise, promotional signage, banners and posters.

Acting as NGN's brand guardian, the appointed partners will deliver inspired design that challenges convention and delivers results.

Interactive - NGN is looking for partners to demonstrate strong project management skills and the ability to deliver to tight timeframes without compromising quality.

NGN is evolving its online and mobile strategy and is seeking innovative partners to

support website design and development, social and digital marketing.

We are looking for strategic and creative partners to support with the development of project websites, improve the online experience for users and build and promote NGN's reputation by growing the online community through clever and engaging digital content.

NGN's preferred approach would be for suppliers to have an in-house design team rather than outsourcing to freelance designers, NGN would however accept if suppliers may look to outsource work occasionally but not on a regular basis.

To provide some further understanding, some of NGN's Ad-Hoc support requires the successful bidders to meet tight timelines and occasionally may require a small project turning around in a couple of days. Our brand manager/designer would provide the timescales required and we would usually allow 2 weeks depending on the size of the workload to ensure the supplier had resource available to support. Or if we required website creation for instance, then we would hold a kick-off meeting and work together to develop a critical pathway months in advance of the project delivery.

Content must meet accessibility criteria and be produced in line with NGN's brand guidelines. In addition, at the end of every design project we require the design files sending to enable our in-house team to edit any text changes there may be.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year extension provisions available for NGN to use at our discretion

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

LOT 2 - Print

Lot No

2

II.2.2) Additional CPV code(s)

- 22100000 - Printed books, brochures and leaflets
- 32000000 - Radio, television, communication, telecommunication and related equipment
- 73000000 - Research and development services and related consultancy services
- 79800000 - Printing and related services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

LOT 2 - Print

Printing services for brochures, business cards, folders and leaflets, posters, stickers, presentation banners and specialist print (including large format).

NGN is looking to work with suppliers that can consistently demonstrate a combination of good-quality colour results, such as embossing and foiling and innovative applications as well as finishing processes that add value to the print.

The supplier must demonstrate that they can deliver to varied print schedules and production budgets as lead times can be tight and same day turnaround is sometimes required.

NGN is a responsible business and is working hard to reduce its business carbon footprint and requires print on FSC standard recycled paper.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year extension provisions available for NGN to use at our discretion

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

LOT 3 - Copywriting

Lot No

3

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

LOT 3 - Writing

NGN requires copywriting support for web, social media, press, brochures, reports leaflets, letters, award entries, adverts and design.

This includes researching, interviewing, editing and proofreading.

Copy must be produced in line with NGN' brand style and tone of voice.

NGN communicates with a range of audiences - from residents to our regulator. We must maintain a common voice whilst adapting tone for the audience as appropriate.

We are looking for suppliers who can demonstrate that they are people who can forge trusted relationships with our colleagues and stakeholders quickly.

The ability to understand and distil complex information and structure content so that it is clear and accessible, ensuring key messages are communicated effectively, is essential.

We would like the supplier to demonstrate capability of delivering written communications workshops as required to help colleagues develop their written communication skills and support them with brand communications.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year extension provisions available for NGN to use at our discretion

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

LOT 4 - Film, Video and Animation

Lot No

4

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services
- 92000000 - Recreational, cultural and sporting services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

LOT 4 - Film, Video and Animation

From GIFs and 2D animation to training films and highlights packages for live events, NGN uses film to help bring stories to life, distil complex messages and engage and educate audiences.

The services that we require include production, editing, scriptwriting and storyboarding. We also require strategic support with campaign development, distribution and digital platform sharing to get audiences talking and provoke action.

Content must meet accessibility criteria and be produced in line with NGN's brand style and standard environment/ Health & Safety guidelines.

We would like the supplier to demonstrate creative and innovative approaches to content production and opportunities to maximise outputs for the best value.

The successful bidders would be working closely with our energy futures / social strategy and innovations teams. The Communications team will always be the successful supplier's initial point of contact for any projects contracted under this framework.

You can follow the below Vimeo link to review some of our previous completed projects;

<https://vimeo.com/user23185553>

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year extension provisions available for NGN to use at our discretion

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

LOT 5 - Internal Communications Consultancy

Lot No

5

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

LOT 5 - Internal Communications Consultancy

Our people are at the heart of everything we do. Working alongside our internal communications team, you will help us to deliver measurable, thought-provoking communications that genuinely connect colleagues and help enhance performance.

Experience of communicating change and influencing the transition, direction and colleague engagement is essential.

Successful bidders would be required to either support on projects led in-house, or to deliver projects directed by the in-house team.

Our Comms lead and Colleague Comms manager would be the points of contact for any projects contracted under this framework.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year extension provisions available for NGN to use at our discretion

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

LOT 6 - Event and Exhibition Management

Lot No

6

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services
- 79950000 - Exhibition, fair and congress organisation services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

LOT 6 - Event and Exhibition Management

The NGN Communications team support the business with the delivery of high-profile events and exhibitions, from industry conferences and Westminster launch events to community roadshows.

We are looking for strategic creative partners to support with the delivery of services including concept development, event and exhibition stand management, event and exhibition stand and set design, build, de-rigging, transport and AV production, as well as event sourcing, PR support and speaker management.

The successful bidders will be involved with working closely with our NGN Innovation,

Communications, Energy Futures and Stakeholder Teams.

Past exhibitions and events which have been completed under this framework LOT were for the LCNI Conferences and 2017 InTEGReL Launch. There are a couple of images below which were captured at the event and you can also follow the below Vimeo link to review the events on our page and other events which have taken place. Our suppliers project managed the delivery of these stands, from concept and design to build, overseeing AV and transportation to the venue against a clear critical pathway to the event deadline as well as de-rigging post-event.

<https://vimeo.com/user23185553>

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year extension provisions available for NGN to use at our discretion

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

27 April 2021

Local time

9:00am

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

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