

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/009596-2021>

Tender

## **YPO - 001069 Creative Agency, Brand Marketing, Public Relations & Public Affairs, Print and Video Production Services**

YPO

F02: Contract notice

Notice identifier: 2021/S 000-009596

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

Published 4 May 2021, 4:15pm

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

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

YPO

41 Industrial Park

Wakefield

WF2 0XE

#### **Contact**

The Contracts Team

#### **Email**

[contracts@ypo.co.uk](mailto:contracts@ypo.co.uk)

#### **Telephone**

+44 01924664685

**Country**

United Kingdom

**NUTS code**

UKE45 - Wakefield

**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**

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

Body governed by public law

**I.5) Main activity**

General public services

---

## **Section II: Object**

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

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

YPO - 001069 Creative Agency, Brand Marketing, Public Relations & Public Affairs, Print and Video 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 are looking for Providers to be appointed onto a Framework Agreement for the provision of Creative Agency, Brand Marketing, Public Relations & Public Affairs, Print and Video Production services. The Framework is designed to meet the needs of YPO and any of YPO's wholly owned associated or subsidiary companies.

The Framework Agreement will cover the period from 01 August 2021 to 31 July 2023 for Lots 1, 2, 4, 5 and 6 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of April 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 August 2021 to 31 July 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

For Lot 3 the Framework Agreement will cover the period from 01 January 2022 to 31 December 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of September 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 January 2022 to 31 December 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,500,000

#### **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 - Creative Agency

Lot No

1

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

- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UKE45 - Wakefield

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

Lot 1 is for the procurement for Creative Agency to support .

YPO are looking to award 3 agencies to the Framework Agreement to provide creative support to YPO's marketing team for campaigns and one-off jobs

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

Quality criterion - Name: Quality / Weighting: 60%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 30%

#### **II.2.6) Estimated value**

Value excluding VAT: £500,000

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

Start date

1 August 2021

End date

31 July 2025

This contract is subject to renewal

Yes

Description of renewals

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

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework Agreement will cover the period from 01 August 2021 to 31 July 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of April 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 August 2021 to 31 July 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

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

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 2 - Brand Marketing

Lot No

2

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

- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UKE45 - Wakefield

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

Lot 2 is for procurement for Brand Marketing.

YPO is seeking a suitable agency to provide strategic brand marketing services for the life of the Framework. The scope of the work is broad; however, the successful Supplier will work closely with YPO's Board and Senior Leadership Team (SLT) to support the development of the business plans, objectives, and vision of the organisation.

The Provider will offer marketing consultancy on a call-off basis to support business planning, brand identity, positioning and strategy development and work will be issued on a project by project basis.

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

Quality criterion - Name: Quality / Weighting: 60%

Quality criterion - Name: Delivery / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 20%

### **II.2.6) Estimated value**

Value excluding VAT: £300,000

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

Start date

1 August 2021

End date

31 July 2025

This contract is subject to renewal

Yes

Description of renewals

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

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework Agreement will cover the period from 01 August 2021 to 31 July 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of April 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 August 2021 to 31 July 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

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

The procurement is related to a project and/or programme financed by European Union funds: No

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

#### **II.2.1) Title**

Lot 3 - Public Relations (PR) & Public Affairs (PA)

Lot No

3

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

- 79416000 - Public relations services

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

NUTS codes

- UKE45 - Wakefield

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

Lot 3 is for procurement for Public Relations (PR) & Public Affairs (PA).

YPO is seeking a suitable agency to provide Public Relations (PR) and Public Affairs (PA) Services for the life of the Framework.

The appointed agency would form an extension to the in-house communications team and would be expected to devise and deliver PR and PA plans that underpin the sales and marketing plans and YPO's three-year business strategy, to raise awareness of the YPO brand as well as generating affection and advocacy from YPO's most important stakeholders. The PA plan will also demonstrate YPO as the leading provider of frameworks, products, and services.

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

Quality criterion - Name: Quality / Weighting: 55%

Quality criterion - Name: Delivery / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 25%

### **II.2.6) Estimated value**

Value excluding VAT: £500,000

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

Start date



1 January 2022

End date

31 December 2025

This contract is subject to renewal

Yes

Description of renewals

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

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework Agreement will cover the period from 01 January 2022 to 31 December 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of September 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 January 2022 to 31 December 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

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

The procurement is related to a project and/or programme financed by European Union funds: No

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

#### **II.2.1) Title**

Lot 4 - General Print

Lot No

4

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

- 22000000 - Printed matter and related products
- 79800000 - Printing and related services

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

NUTS codes

- UKE45 - Wakefield

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

Lot 4 is for the procurement for General Print.

YPO are looking to award 3 agencies to the Framework Agreement to provide general print services to YPO's marketing team. The general scope of this Lot includes but is not limited to, the printing of items such as:

- Flyers
- Booklets
- Event stands
- Magazines
- Posters
- Bespoke promotional packaging
- Signage

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

Quality criterion - Name: Quality / Weighting: 30%

Quality criterion - Name: Delivery / Weighting: 15%

Quality criterion - Name: Customer Service & Technical Assistance / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 35%

#### **II.2.6) Estimated value**

Value excluding VAT: £450,000

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

Start date

1 August 2021

End date

31 July 2025

This contract is subject to renewal

Yes

Description of renewals

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

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework Agreement will cover the period from 01 August 2021 to 31 July 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of April 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 August 2021 to 31 July 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

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

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 5 - General Print and Fulfilment

Lot No

5

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

- 22000000 - Printed matter and related products
- 79800000 - Printing and related services

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

NUTS codes

- UKE45 - Wakefield

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

Lot 5 is for procurement for General Print and Fulfilment.

YPO are looking to award 3 agencies to the Framework Agreement to provide printing, packing, distribution, and fulfilment services for UK based mailing of print and other associated marketing resources.

The general scope of this Lot includes, but not limited to the printing and fulfilling of items such as:

- Flyers
- Booklets
- Magazines
- Bespoke promotional packaging

The scope of fulfilment will include the above items, along with bespoke letters or inserts

to multiple addresses.

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

Quality criterion - Name: Quality / Weighting: 30%

Quality criterion - Name: Delivery / Weighting: 15%

Quality criterion - Name: Customer Service & Technical Assistance / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 35%

#### **II.2.6) Estimated value**

Value excluding VAT: £350,000

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

Start date

1 August 2021

End date

31 July 2025

This contract is subject to renewal

Yes

Description of renewals

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

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

## Description of options

The Framework Agreement will cover the period from 01 August 2021 to 31 July 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of April 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 August 2021 to 31 July 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

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

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 6 - Video Production

Lot No

6

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

- 92100000 - Motion picture and video services

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

NUTS codes

- UKE45 - Wakefield

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

Lot 6 is for procurement for Video Production.

YPO require one Supplier to support the delivery of a video programme for the business.

The type of work required will be varied but may include, but not limited to customer case studies and testimonials, short create and make videos targeted at Schools, along with event filming, corporate videos and videos to support explaining complex content to customers.

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

Quality criterion - Name: Quality / Weighting: 25%

Quality criterion - Name: Delivery and Customer Service / Weighting: 10%

Quality criterion - Name: Creativity / Weighting: 20%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 35%

### **II.2.6) Estimated value**

Value excluding VAT: £400,000

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

Start date

1 August 2021

End date

31 July 2025

This contract is subject to renewal

Yes

Description of renewals

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

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework Agreement will cover the period from 01 August 2021 to 31 July 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of April 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 August 2021 to 31 July 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

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

The procurement is related to a project and/or programme financed by European Union funds: No

---

## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Organisations must ensure that they are not in breach of any of the mandatory or discretionary exclusions contained in Regulation 57 of the Public Contracts Regulations 2015. Please refer to the Tender Documentation/ Online Tender located on our E-Procurement system. The web address can be found under 'Procurement Documents' in 'Communication' section in this notice.

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to the Framework Agreement Terms and Conditions located on our E-Procurement system. The web address can be found under Procurement Documents in 'Communication' Section in this notice.



---

## **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

Framework agreement with several operators

In the case of framework agreements, provide justification for any duration exceeding 4 years:

#### **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: [2021/S 000-004430](#)

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

Date

9 June 2021

Local time

2:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

9 June 2021

Local time

2:00pm

---

### **Section VI. Complementary information**

#### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: There is a possibility that this framework will be subject to renewal after 3.5 years from the commencement date.

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

YPO will incorporate a standstill period at the point of notification of the award of the 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 Contracts 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).

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

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

High Court of England and Wales

London

Country

United Kingdom