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Opportunity

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

YPO

F02: Contract notice

Notice reference: 2021/S 000-009596

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

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