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Tender

## Creative & Digital Design Framework

Consumer Council for Water

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

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## Scope

## Reference

25-013

## Description

This tender is for the establishment, management and operation of a multi-supplier Creative & Design Framework, structured into two distinct service lots.

The Framework lots will provide CCW with a compliant, efficient, and flexible mechanism for commissioning creative, marketing, and design services on a call-off basis throughout the lifecycle of the agreement.

The objectives of the framework are to:

Secure access to high-quality creative, marketing, and design services.

Achieve value for money through transparent and competitive arrangements.

Improve consistency, quality, and effectiveness of CCW's communications.

Reduce procurement timescales and administrative burden.

Enable access to specialist expertise across a range of disciplines.

Appointment to the framework does not guarantee any volume or value of work.

#### Lot 1: Creative Marketing and Campaign Services

This lot covers strategic and creative marketing support, including but not limited to:

- Creative concept development and campaign ideation
- Integrated marketing and communications planning
- Consumer and stakeholder campaigns (online and offline)
- Content strategy and copywriting
- Digital and social media campaign support
- Evaluation and performance insight related to campaigns

#### Lot 2: Design and Layout

This lot covers design-focused services, including but not limited to:

- Graphic design for print and digital materials
- Layout and artwork of reports, publications, and consumer materials
- Brand application and adherence to CCW brand guidelines
- Design for accessibility and inclusive communications
- Infographics, visual assets, and templates

### **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £160,000 excluding VAT
- £1,920,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 14 May 2026 to 13 May 2027
- Possible extension to 13 May 2030
- 4 years

Description of possible extension:

The framework will run for an initial year to test suitability, but then has the option to extend yearly up to a maximum of three twelve month periods.

## **Options**

The right to additional purchases while the contract is valid.

The framework will predominately a design and print service. But as CCW does not know the full extent of what services will be required year to year, we could ask suppliers to provide other services they offer in this space or go over the annual value stated.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79800000 - Printing and related services
- 79933000 - Design support services
- 79960000 - Photographic and ancillary services
- 79970000 - Publishing services

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- UKL - Wales

## **Lot constraints**

Description of how multiple lots may be awarded:

On the Bravo platform is two live PSQ (one for each lot)

If suppliers feel they can deliver services under both lots then they will need to formal apply under each live PSQ.

As stated the highest scorers on each lot will proceed to the next round and the overall highest scorers will be allocated a place on the framework.

This does not guarantee work or an income, as this framework is a call-off service as and when CCW requires.

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## **Lot 1. Creative Marketing and Campaign Services**

### **Description**

This lot covers strategic and creative marketing support, including but not limited to:

- Creative concept development and campaign ideation
- Integrated marketing and communications planning
- Consumer and stakeholder campaigns (online and offline)
- Content strategy and copywriting
- Digital and social media campaign support
- Evaluation and performance insight related to campaigns

### **Lot value (estimated)**

- £80,000 excluding VAT
- £96,000 including VAT

Framework lot values may be shared with other lots

## Same for all lots

CPV classifications, contract locations, contract dates and options are shown in the Scope section, because they are the same for all lots.

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## Lot 2. Design and Layout

### Description

This lot covers design-focused services, including but not limited to:

- Graphic design for print and digital materials
- Layout and artwork of reports, publications, and consumer materials
- Brand application and adherence to CCW brand guidelines
- Design for accessibility and inclusive communications
- Infographics, visual assets, and templates

### Lot value (estimated)

- £80,000 excluding VAT
- £96,000 including VAT

Framework lot values may be shared with other lots

## Same for all lots

CPV classifications, contract locations, contract dates and options are shown in the Scope section, because they are the same for all lots.

## **Framework**

### **Maximum number of suppliers**

Unlimited

### **Maximum percentage fee charged to suppliers**

0%

### **Justification for framework term over 4 years**

The four year term gives CCW the flexibility to continue on if the framework is succeeding or we can go back to market at any of the break clauses.

### **Framework operation description**

Operation for this agreement will be arranged by the following methods -

CCW (the customer) will issue a creative brief to the contractor directly for project work under this agreement and the contractor in return will provide a quotation. Providing a quotation does not guarantee work and CCW reserves the right to approach more than one Contractor about any one brief.

For larger projects, CCW will approach all contractors on the framework to submit a bid in align with the further competition procedures to ensure the most suitable supplier wins and CCW gains VFM.

### **Award method when using the framework**

Either with or without competition

## **Contracting authorities that may use the framework**

Establishing party only

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## **Participation**

### **Technical ability conditions of participation**

**Lot 1. Creative Marketing and Campaign Services**

**Lot 2. Design and Layout**

Bidders must demonstrate:

Relevant experience delivering services aligned to the lot(s) bid for.

Experience working with public sector, regulated, or consumer-facing organisations.

Understanding of accessibility, inclusivity, and public sector communication standards.

Capacity to deliver high-quality outputs to agreed timescales.

Robust project management, quality assurance, and account management arrangements.

Transparent pricing and compliance with CCW policies, including data protection, information security, equality, and sustainability.

### **Particular suitability**

**Lot 1. Creative Marketing and Campaign Services**

**Lot 2. Design and Layout**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Enquiry deadline**

2 March 2026, 12:00pm

### **Submission type**

Tenders

### **Tender submission deadline**

10 March 2026, 12:00pm

### **Submission address and any special instructions**

<https://public.ukp.app.jaggaer.com/esop/guest/login.do>

### **Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

English

## Award decision date (estimated)

23 March 2026

## Award criteria

Name	Description	Type	Weighting
Relevant Experience and Case Studies	Please provide three relevant examples of creative marketing or campaign work delivered within the last [three/five] years that demonstrate your capability to deliver the services required under this lot.	Quality	70%
Understanding of Requirements	Please describe your understanding of CCW's role, audiences, and communications objectives, and how you would support CCW through creative marketing and campaign services.	Quality	30%

## Other information

### Conflicts assessment prepared/revised

Yes

## Procedure

### Procedure type

Competitive flexible procedure

### Competitive flexible procedure description

A two lot framework will be created and each lot will follow the same process -

1. PSQ with two scored questions, open to all.
2. Top scorers will be invited to the main I.T.T stage.
3. Top scorers will be invited to a presentation/interview.
4. Overall highest scorers will make it onto the framework.

CCW reserve the right to refine the award criteria for stages two and three as the tender progress and we have gauged interest from the market. The amount of suppliers who progress through each stage and ultimately make it onto the framework will be announced once we know interest.

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## Documents

### Associated tender documents

<https://public.ukp.app.jaggaer.com/esop/guest/login.do>

For exact detail of each lot, please log onto CCW e-sourcing portal

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## Contracting authority

### Consumer Council for Water

- Public Procurement Organisation Number: PCLM-3677-JYML

23 Stephenson Street

Birmingham

B2 4BH

United Kingdom

Contact name: Chris

Email: [procurement@ccwater.org.uk](mailto:procurement@ccwater.org.uk)

Region: UKG31 - Birmingham

Organisation type: Public authority - central government