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Planning

## **Communications and Professional Services**

Northern Powergrid

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2022/S 000-017032

Procurement identifier (OCID): ocds-h6vhtk-03492d

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### **Section I: Contracting entity**

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

Northern Powergrid

Manor House, Station Road, New Penshaw

Houghton-le-Spring

DH4 7LA

#### **Email**

[farren.nevill@northernpowergrid.com](mailto:farren.nevill@northernpowergrid.com)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

<https://www.northernpowergrid.com/>

## **I.3) Communication**

Additional information can be obtained from the above-mentioned address

## **I.6) Main activity**

Electricity

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## **Section II: Object**

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

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

Communications and Professional Services

#### **II.1.2) Main CPV code**

- 79310000 - Market research services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

LOT 1: Specialist Consultancy (inc. Market Research)

LOT 2: Marketing, Communications and PR

LOT 3: Digital Services

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Maximum number of lots that may be awarded to one tenderer: 3

## **II.2) Description**

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

Specialist Consultancy (inc. Market Research)

Lot No

1

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

- 73210000 - Research consultancy services
- 79310000 - Market research services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UK - United Kingdom

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

We are looking for suppliers to work with us on strategic projects covering;

- Strategic planning
- Stakeholder Engagement
- Employee Engagement
- Consumer Vulnerability
- Customer Experience
- Quantitative and qualitative research projects across a wide range of stakeholders

You will need to demonstrate experience of the above areas at a strategic level within a

diverse, complex organisation.

Work within these areas would include, but not be limited to;

- Business planning and prioritisation
- Visioning and future planning
- Gap analysis and benchmarking
- Stakeholder and user journey mapping and process improvement
- Provision of political intelligence services and resources to engage political stakeholders
- Adoption and embedding of stakeholder engagement practices
- Assessing internal practices and industry best practices
- Recommendations on developments and enhancements
- Guidance on creative input to support overall engagement strategy
- Developing and implementing employee engagement initiatives
- Developing innovative and effective approaches to stakeholder and customer experience engagement

To be included in the tender process, you will be required to register with the Achilles portal for the prequalification stage.

Subscription level required for this requirement is 'Silver+' and you will need to be registered under at least one of the following category code/s;

2.6.14 Market Research Services

2.2.18 Corporate Planning & Strategy Consulting

2.2.27 Corporate Social Responsibility Consultancy

2.2.29 Community Relations Consultancy

2.2.30 Public Consultation Consultancy

## 2.2.99 Other Consultancy

Estimated date of publication of the pre-qualification questions via Achilles will be Q3 2022.

## **II.2) Description**

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

Marketing, Communications and PR (inc. crisis comms)

Lot No

2

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

- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services
- 79416000 - Public relations services
- 79416200 - Public relations consultancy services
- 79822500 - Graphic design services

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

NUTS codes

- UK - United Kingdom

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

We are looking for suppliers to work with us on a range of brand and marketing projects at both a strategic and tactical level covering;

1. Brand
2. Marketing
3. Public Relations

## 4. Media Buying

You will need to be able to demonstrate experience of one or more of the above areas at a strategic and tactical level within a complex and diverse organisation. Experience of working with utilities is not essential, but is desirable.

Work within these areas would include, but not be limited to;

### 1. Brand

- Corporate and visual identity , brand strategy and development, brand frameworks and hierarchy, visual / creative development, proposition development, messaging and content, brand guidelines, tone of voice, language, etc

### 2. Marketing

- Marketing strategy, (incl digital), marketing plans, integrated targeted communications campaigns (on and off line), campaign creatives, understand audiences and channels, clear measurement / return on investment tools.
- Experienced support in design and copy writing of corporate literature, adverts (traditional and digital) branding and brand guidelines, email templates, brochures, flyers.

### 3. Public Relations

- Provision of individual campaign support or longer term retained PR services, devising and delivering PR/communications campaigns (including social media), drafting press release/copy/publication content, media management with the ability to write for a variety of stakeholder audiences often dealing with technical content.
- Media coverage reports across print, broadcast and online media both via email and media monitoring platform, clear reporting structures (dashboards / analytical tools), measurement / return on investment tools.
- Sourcing supplier of a media management platform which can manage media statements, enquiries and requests and provide comprehensive media contacts database and tools to monitor for PR engagement and distribution.
- Suppliers may also be required to demonstrate ability to provide online news room and photo library services.
- A proven track record of producing successful award submissions also required.
- Knowledge/links with energy media would be advantageous and close working

partnerships with media outlets in Northern Powergrid's operating area also advantageous.

#### 4. Media Buying

· Detailed scheduling and buying media space, access to broad range of media channels (traditional, TV, Radio, Outdoor and digital), understanding audience metrics, targeting channels to audiences, competitive buying capability irrespective of the channels selected and volume acquired.

To be included in the tender process, you will be required to register with the Achilles portal for the prequalification stage.

Subscription level required for this requirement is 'Silver+' and you will need to be registered under at least one of the following category code/s;

2.6.4 Public Relations Services

2.2.9 Public Relations Consultancy

2.2.20 Marketing & Advertising Consultancy

2.6.31 Marketing & Advertising Services

2.6.28 Graphic & Media Design Services

Estimated date of publication of the pre-qualification questions via Achilles will be Q3 2022.

## **II.2) Description**

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

Digital Services

Lot No

3

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

- 72314000 - Data collection and collation services
- 79340000 - Advertising and marketing services

- 79341100 - Advertising consultancy services
- 79822500 - Graphic design services

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

NUTS codes

- UK - United Kingdom

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

We are looking for suppliers to work with us on a range of strategic and tactical digital projects.

You will need to demonstrate experience of working with a complex and diverse organisation and demonstrate innovative approaches within the digital landscape to ensure we remain relevant and up to date.

Work would include, but not be limited to;

- Website user journeys and needs for customers visiting all levels of the website, to ensure an optimised experience for the different sub sets of customers (including employees).
- Website design and development of the look and feel
- Website navigation and structure build
- Ease of self serve for web transaction services
- Developing a consistent digital user experience
- Social media strategy and management
- Social media platform services/tools
- SEO, GPS and browser recognition etc
- Development of apps, interactive maps and tools
- Developing e-marketing tools and campaigns.

To be included in the tender process, you will be required to register with the Achilles portal



for the prequalification stage.

Subscription level required for this requirement is 'Silver+' and you will need to be registered under at least one of the following category code/s;

2.1.10 Data Collection and Handling

2.2.20 Marketing & Advertising Consultancy

2.6.31 Marketing & Advertising Services

2.6.27 Corporate/Promotional Goods

2.6.28 Graphic & Media Design Services

2.6.31 Marketing & Advertising Services

2.2.17 Ecommerce consultancy

2.2.99 Other consultancy

Estimated date of publication of the pre-qualification questions via Achilles will be Q3 2022.

### **II.3) Estimated date of publication of contract notice**

21 June 2022

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: No