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Tender

## **Branding & Design Services**

Wales & West Utilities Ltd

F05: Contract notice – utilities

Notice identifier: 2022/S 000-019738

Procurement identifier (OCID): ocds-h6vhtk-0353c2

Published 20 July 2022, 11:43am

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

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

Wales & West Utilities Ltd

Wales & West House, Spooner Close, Coedkernew

NEWPORT

NP108FZ

#### **Contact**

Rebecca Crisp

#### **Email**

[rebecca.crisp@wwutilities.co.uk](mailto:rebecca.crisp@wwutilities.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKL21 - Monmouthshire and Newport

**Internet address(es)**

Main address

<https://www.wwutilities.co.uk/>

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.wwutilities.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.wwutilities.co.uk/>

**I.6) Main activity**

Production, transport and distribution of gas and heat

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## **Section II: Object**

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

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

Branding & Design Services

Reference number

WWU1242

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

- 79415200 - Design consultancy services

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

Services

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

Wales & West Utilities Limited is looking to appoint a creative design, communications and employee engagement agency to support the delivery of our communications and engagement strategy - both internal and external.

Responding to the challenges we face, externally our communications activity is focussed on our involvement in the future energy system and helping the communities we serve go green - as well as the sustainability of our business. Internally, after a period of disruption and change driven by business change to address our new price control and the pandemic, we are focussed on settling our business and our colleagues, and looking towards the future. This sits alongside our day to day activity to communicate the work we do to keep the gas flowing safely to communities across Wales and south west England.

The successful provider of this contract will be involved in supporting this activity, working closely with the Corporate Affairs Manager and the Corporate Affairs team.

We recently completed a rebranding process, evolving a brand that has been positively received by customers and colleagues alike. We have new brand guidelines in place. Potential providers should demonstrate their ability to interpret, evolve, grow and broaden this brand across digital, print and other channels.

WWU play a critical role in communities, and we are highly regulated. Potential providers should demonstrate their ability to operate within these boundaries, and how they will make sure that creative materials are pitched appropriately.

As part of this contract we expect to request the following services:

Multi-channel communications campaign development/delivery

Multi-channel design support

Strategic employee communications/engagement delivery

We would expect the successful provider to work successfully alongside existing press, digital and public affairs agencies, to deliver these services.

Much of our material is safety critical - letting the most vulnerable in society know what to do to keep themselves safe if they have a gas leak, or suspect the presence of carbon monoxide. Therefore, potential providers should demonstrate that they have a clear understanding of the importance of accessibility - and set out the guidelines they would deliver work to.

As a company that serves both Wales and south west England, potential providers should demonstrate how they can integrate the Welsh language into designed documents, while keeping the impact on design and production costs to a minimum.

We are a small team with a large remit and therefore being able to work effectively and efficiently with our suppliers is paramount. It is crucial that both parties understand and agree on deliverables and deadlines and that high levels of communication are maintained at all times.

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

This contract is divided into lots: No

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

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

NUTS codes

- UKL - Wales

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

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on our involvement in the future energy system and helping the communities we serve go green - as well as the sustainability of our business. Internally, after a period of disruption and change driven by business change to address our new price control and the pandemic, we are focussed on settling our business and our colleagues, and looking towards the future. This sits alongside our day to day activity to communicate the work we do to keep the gas flowing safely to communities across Wales and south west England.

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**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

12

This contract is subject to renewal

Yes

Description of renewals

Additional 36 months in 3 x 12 month increments

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: No

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## **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

18 August 2022

Local time

1:00pm

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

English

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Approx. every 5 years.

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

Participants wanting to participate in this sourcing activity must confirm their expression of interest and ability to provide the service required by e-mailing [rebecca.crisp@wwutilities.co.uk](mailto:rebecca.crisp@wwutilities.co.uk) before the deadline of

18th August 2022.

Please include the following information in your email:

- 1) Full company name;
- 2) Main contact details (name, job title, email address, and telephone numbers).

Please note the the tender will be run via our procurement portal Bravo which requires suppliers to be registered to participate, failure to register will result in the supplier not being able to participate in the sourcing event. You can register for Bravo here -

[sourcing4wwu.bravosolution.co.uk](http://sourcing4wwu.bravosolution.co.uk). In your expression of interest, please also include -

- 3) Bravo registered email address and contact name.

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

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

Wales & West Utilities

Newport

Country

United Kingdom