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Tender

Marketing and Communications Services

West Yorkshire Combined Authority

F02: Contract notice

Notice identifier: 2022/S 000-022167

Procurement identifier (OCID): ocds-h6vhtk-02e545

Published 11 August 2022, 2:12pm

Section I: Contracting authority

I.1) Name and addresses

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Contact

Darren Wood

Email

darren.wood@westyorks-ca.gov.uk

Telephone

+44 1133481789

Country

United Kingdom

NUTS code

UKE4 - West Yorkshire

National registration number

8876556

Internet address(es)

Main address

<https://www.westyorks-ca.gov.uk>

Buyer's address

<https://yortender.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

I.3) Communication

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

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=50785&B=UK

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=50785&B=UK

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing and Communications Services

Reference number

CA56970

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The West Yorkshire Combined Authority is seeking to establish a Framework to provide Marketing and Communications Services. The Supplier/s will be responsible for providing the following scope of services (but not limited to) either directly or via sub-contractor arrangements: Campaign Strategy, Concept Development, Creative and Design, Campaign Delivery, Media Relations, Digital and Social Media, Content Creation, Copy Writing, Photography and Videography and Media Planning and Buying.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72413000 - World wide web (www) site design services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

- 79416000 - Public relations services
- 79822500 - Graphic design services
- 79961000 - Photographic services
- 92100000 - Motion picture and video services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

The West Yorkshire Combined Authority is seeking to establish a Framework to provide Marketing and Communications Services. The Supplier/s will be responsible for providing the following scope of services (but not limited to) either directly or via sub-contractor arrangements: Campaign Strategy, Concept Development, Creative and Design, Campaign Delivery, Media Relations, Digital and Social Media, Content Creation, Copy Writing, Photography and Videography and Media Planning and Buying.

The Framework will consist of 1 Lot for all services with a maximum of 4 Suppliers. The Framework Contract Term will be for an initial two (2) year term with two 12-month optional extensions to be applied annually up to a maximum of two (2) years (maximum

contract term of 4 years) with a total value range of up to £2m.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £2,000,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The Framework will be for an initial two (2) year term with two 12-month optional extensions

to be applied annually up to a maximum of two (2) years (maximum contract term of 4 years)

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

Projects funded by European Union funds (for example: ERDF, ESIF) may be required to procure the services as specified and contracted as a consequence of this procurement in support of the delivery of the respective project.

II.2.14) Additional information

Call-off methods: Call-offs may be made by direct award or further competition. Full details of the call-off methods can be found in the published tender documents.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

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

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

Envisaged maximum number of participants to the framework agreement: 4

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 000-024021](#)

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

Date

12 September 2022

Local time

12:00pm

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: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

12 September 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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

This procurement is in connection with the following PIN notices:

2021/S 000-024021

2021/S 000-026053

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

Email

darren.wood@westyorks-ca.gov.uk

Country

United Kingdom