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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): ocids-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](mailto: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](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](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

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## **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.

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### **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

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## **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

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### **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](mailto:darren.wood@westyorks-ca.gov.uk)

Country

United Kingdom