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Tender

# **MCA Marketing & Communications Framework**

The West of England Combined Authority

F02: Contract notice

Notice identifier: 2024/S 000-023871

Procurement identifier (OCID): ocds-h6vhtk-048627

Published 31 July 2024, 9:09am

## **Section I: Contracting authority**

## I.1) Name and addresses

The West of England Combined Authority

70 Redcliff Street

Bristol

BS1 6AL

#### Contact

Samantha Lee

#### **Email**

samantha.lee@westofengland-ca.gov.uk

#### Country

**United Kingdom** 

#### Region code

UK - United Kingdom

#### Internet address(es)

Main address

https://www.westofengland-ca.gov.uk/about-us/contact-us/

Buyer's address

https://www.westofengland-ca.gov.uk/about-us/contact-us/

## I.3) Communication

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

https://weca-atamis.my.site.com/s/Welcome

Additional information can be obtained from the above-mentioned address

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

MCA Marketing & Communications Framework

## II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

### II.1.4) Short description

Marketing and communications framework contract

#### II.1.5) Estimated total value

Value excluding VAT: £4,000,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

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

- 79340000 Advertising and marketing services
- 79341100 Advertising consultancy services
- 73110000 Research services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

The Combined Authority is aiming to procure a number of suppliers to undertake services

generally expected from Communications and Consultation Agencies to support public consultations and engagements across a range of sectors, particularly infrastructure and the environment.

This framework contract will provide the freedom to award work without the need to readvertise and re-apply the selection and award criteria for each project.

The Call-off contract will be set up to cover the following specialisms/lots:
Lot 1: Design Agencies
Design agencies can cover the following designs:
Print
Product
Digital
Branding
Graphic
Logo
Brochure
Website
Lot 2: Marketing Campaigns
Identify valuable marketing strategies
Execute and manage marketing campaigns
Monitor marketing efforts and use data to improve campaign results

Lot 3: Media, Planning and Buying

The process of selecting the optimal combination of media outlets for advertising a particular marketing message. It involves researching, identifying, analysing, comparing, planning, and working around a brand's budget

Procuring media space and time to run adverts.

Monitoring advertising performance and adjusting the strategy as needed to optimize advertising campaign performance

Lot 4: Consultation, Communications, Engagement

-Consultation is a process of dialogue that leads to a decision where the views of a community should be considered. This can take the form of public meetings, surveys or questionnaires, seminars and workshops, focus groups and user panels.

Lot 5: PR

Public Relations and Media management is the process of identifying media opportunities, briefing journalists, drafting news releases and managing media interviews.

Lot 6: Event Management

Event management is the process of managing specific external or internal events, organising venues, sourcing speakers, managing creation of assets for the event and running the day.

Lot 7: Photography

Photographic work and other related activities for promotional material etc

#### 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: £4,000,000

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

**Duration in months** 

48

This contract is subject to renewal

No

#### 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: No

## 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: 42

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Framework

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

Date

1 August 2024

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

Tender must be valid until: 31 August 2024

#### IV.2.7) Conditions for opening of tenders

Date

1 August 2024

Local time

12:00pm

## **Section VI. Complementary information**

## VI.1) Information about recurrence

This is a recurrent procurement: No

## VI.4) Procedures for review

#### VI.4.1) Review body

The West of England Combined Authority

70 Redcliff Street

Bristol

BS1 6AL
Country
United Kingdom
Internet address
https://www.westofengland-ca.gov.uk/about-us/contact-us/
VI.4.2) Body responsible for mediation procedures
The West of England Combined Authority
70 Redcliff Street
Bristol
BS1 6AL
Country
United Kingdom
Internet address
https://www.westofengland-ca.gov.uk/about-us/contact-us/
VI.4.4) Service from which information about the review procedure may be obtained
The West of England Combined Authority
70 Redcliff Street
Bristol
BS1 6AL
Country
United Kingdom
Internet address
https://www.westofengland-ca.gov.uk/about-us/contact-us/