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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 re-advertise 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/>

