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Contract

## **YPO - 001069 Creative Agency, Brand Marketing, Public Relations & Public Affairs, Print and Video Production Services**

YPO

F03: Contract award notice

Notice identifier: 2021/S 000-023957

Procurement identifier (OCID): ocds-h6vhtk-0298a2

Published 27 September 2021, 2:46pm

### **Section I: Contracting authority**

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

YPO

41 Industrial Park

Wakefield

WF2 0XE

#### **Contact**

The Contracts Team

#### **Email**

[contracts@ypo.co.uk](mailto:contracts@ypo.co.uk)

#### **Telephone**

+44 1924664685

**Country**

United Kingdom

**NUTS code**

UKE45 - Wakefield

**Internet address(es)**

Main address

<http://www.ypo.co.uk/>

Buyer's address

<https://procontract.due-north.com/register?ReadForm>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

YPO - 001069 Creative Agency, Brand Marketing, Public Relations & Public Affairs, Print and Video Production Services

Reference number

001069

**II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

YPO are looking for Providers to be appointed onto a Framework Agreement for the provision of Creative Agency, Brand Marketing, Public Relations & Public Affairs, Print and

Video Production services. The Framework is designed to meet the needs of YPO and any of

YPO's wholly owned associated or subsidiary companies.

The Framework Agreement will cover the period from 14 September 2021 to 13 September 2023 for Lots 1, 2, 4, 5 and 6 with two options to extend for an additional 12 months. The first decision

to extend the contract period will be taken by the end of May 2023 and will be dependent on

satisfactory completion of all aspects of the contract to date, the current market conditions

for this category and YPO's contracting structures. The maximum contract period will

therefore be 4 years from 14 September 2021 to 13 September 2025 (subject to an annual review,

incorporating price negotiations and KPI performance.)

For Lot 3 the Framework Agreement will cover the period from 01 January 2022 to 31

December 2023 with two options to extend for an additional 12 months. The first decision to

extend the contract period will be taken by the end of September 2023 and will be

dependent on satisfactory completion of all aspects of the contract to date, the current

market conditions for this category and YPO's contracting structures. The maximum

contract period will therefore be 4 years from 01 January 2022 to 31 December 2025  
(subject to an annual review, incorporating price negotiations and KPI performance.)

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £2,500,000

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

#### **II.2.1) Title**

Lot 1 - Creative Agency

Lot No

1

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

- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UKE45 - Wakefield

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

Lot 1 is for the procurement for Creative Agency to support .

YPO are looking to award 3 agencies to the Framework Agreement to provide creative support to YPO's marketing team for campaigns and one-off jobs

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 30%

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework Agreement will cover the period from 14 September to 13 September 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of May 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 14 September 2021 to 13 September 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 2 - Brand Marketing

Lot No

2

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

- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UKE45 - Wakefield

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

Lot 2 is for procurement for Brand Marketing.

YPO is seeking a suitable agency to provide strategic brand marketing services for the life

of the Framework. The scope of the work is broad; however, the successful Supplier will work closely with YPO's Board and Senior Leadership Team (SLT) to support the development of the business plans, objectives, and vision of the organisation.

The Provider will offer marketing consultancy on a call-off basis to support business planning, brand identity, positioning and strategy development and work will be issued on a project by project basis.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60%

Quality criterion - Name: Delivery / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 20%

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework Agreement will cover the period from 14 September 2023 to 13 September 2025 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of May 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 14 September 2021 to 13 September 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 3 - Public Relations (PR) & Public Affairs (PA)

Lot No

3

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

- 79416000 - Public relations services

**II.2.3) Place of performance**

NUTS codes

- UKE45 - Wakefield

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

Lot 3 is for procurement for Public Relations (PR) & Public Affairs (PA).

YPO is seeking a suitable agency to provide Public Relations (PR) and Public Affairs (PA) Services for the life of the Framework.

The appointed agency would form an extension to the in-house communications team and would be expected to devise and deliver PR and PA plans that underpin the sales and marketing plans and YPO's three-year business strategy, to raise awareness of the YPO brand as well as generating affection and advocacy from YPO's most important stakeholders. The PA plan will also demonstrate YPO as the leading provider of frameworks, products, and services.

**II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 55%

Quality criterion - Name: Delivery / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 25%

**II.2.11) Information about options**

Options: Yes

Description of options

The Framework Agreement will cover the period from 01 January 2022 to 31 December 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of September 2023 and will be dependent on

satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 01 January 2022 to 31 December 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 4 - General Print

Lot No

4

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

- 22000000 - Printed matter and related products
- 79800000 - Printing and related services

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

NUTS codes

- UKE45 - Wakefield

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

Lot 4 is for the procurement for General Print.

YPO are looking to award 3 agencies to the Framework Agreement to provide general print services to YPO's marketing team. The general scope of this Lot includes but is not limited to, the printing of items such as:

- Flyers
- Booklets
- Event stands

- Magazines
- Posters
- Bespoke promotional packaging
- Signage

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 30%

Quality criterion - Name: Delivery / Weighting: 15%

Quality criterion - Name: Customer Service & Technical Assistance / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 35%

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework Agreement will cover the period from 14 September to 13 September 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of May 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 14 September 2021 to 13 September 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 5 - General Print and Fulfilment

Lot No

5

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

- 22000000 - Printed matter and related products
- 79800000 - Printing and related services

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

NUTS codes

- UKE45 - Wakefield

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

Lot 5 is for procurement for General Print and Fulfilment.

YPO are looking to award 3 agencies to the Framework Agreement to provide printing, packing, distribution, and fulfilment services for UK based mailing of print and other associated marketing resources.

The general scope of this Lot includes, but not limited to the printing and fulfilling of items such as:

- Flyers
- Booklets
- Magazines
- Bespoke promotional packaging

The scope of fulfilment will include the above items, along with bespoke letters or inserts to multiple addresses.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 30%

Quality criterion - Name: Delivery / Weighting: 15%

Quality criterion - Name: Customer Service & Technical Assistance / Weighting: 10%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 35%

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework Agreement will cover the period from 14 September to 13 September 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of May 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 14 September 2021 to 13 September 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 6 - Video Production

Lot No

6

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

- 92100000 - Motion picture and video services

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

NUTS codes

- UKE45 - Wakefield

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

Lot 6 is for procurement for Video Production.

YPO require one Supplier to support the delivery of a video programme for the business.

The type of work required will be varied but may include, but not limited to customer case studies and testimonials, short create and make videos targeted at Schools, along with event filming, corporate videos and videos to support explaining complex content to customers

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 25%

Quality criterion - Name: Delivery and Customer Service / Weighting: 10%

Quality criterion - Name: Creativity / Weighting: 20%

Quality criterion - Name: Social Value/Sustainability / Weighting: 10%

Cost criterion - Name: Cost / Weighting: 35%

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework Agreement will cover the period from 14 September 2021 to 13 September 2023 with two options to extend for an additional 12 months. The first decision to extend the contract period will be taken by the end of May 2023 and will be dependent on satisfactory completion of all aspects of the contract to date, the current market conditions for this category and YPO's contracting structures. The maximum contract period will therefore be 4 years from 14 September 2021 to 13 September 2025 (subject to an annual review, incorporating price negotiations and KPI performance.)

### **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

#### **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 000-009596](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

## **Section V. Award of contract**

### **Contract No**

001069

### **Lot No**

1

### **Title**

Lot 1 - Creative Agency

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 17

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Luna Studio Ltd

Hurst

Country

United Kingdom

NUTS code

- UKJ11 - Berkshire

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

AGNE Ltd T/A Alphagraphics

Stockton on Tees

Country

United Kingdom

NUTS code

- UKC11 - Hartlepool and Stockton-on-Tees

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Elygra Ltd

Chester

Country

United Kingdom

NUTS code

- UKD6 - Cheshire

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,500,000

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## **Section V. Award of contract**

### **Contract No**

001069

### **Lot No**

2

### **Title**

Lot 2 - Brand Marketing

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 10

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

EBY Design Ltd

Tamworth

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,500,000

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**Section V. Award of contract**

**Contract No**

001069

**Lot No**

3

**Title**

Lot 3 - Public Relations (PR) & Public Affairs (PA)

A contract/lot is awarded: Yes

**V.2) Award of contract**

**V.2.1) Date of conclusion of the contract**

1 September 2021

**V.2.2) Information about tenders**

Number of tenders received: 6

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Grayling Communications Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,500,000

## **Section V. Award of contract**

### **Contract No**

001069

### **Lot No**

4

### **Title**

Lot 4 - General Print

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 8

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Ratcliff & Roper (Printers) Ltd

Barnsley

Country

United Kingdom

NUTS code

- UKE31 - Barnsley, Doncaster and Rotherham

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Visual Print & Design Limited

Lincoln

Country

United Kingdom

NUTS code

- UKF30 - Lincolnshire

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Webmart Ltd

Bicester

Country

United Kingdom

NUTS code

- UKJ14 - Oxfordshire

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,500,000

## **Section V. Award of contract**

### **Contract No**

001069

### **Lot No**

5

### **Title**

Lot 5 - General Print and Fulfilment

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Webmart Limited

Bicester

Country

United Kingdom

NUTS code

- UKJ14 - Oxfordshire

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Visual Print and Design Limited

Lincoln

Country

United Kingdom

NUTS code

- UKF30 - Lincolnshire

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Synergy Print Management Limited

Lichfield

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,500,000

## **Section V. Award of contract**

### **Contract No**

001069

### **Lot No**

6

### **Title**

Lot 6 - Video Production

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 10

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Superkrush Films Ltd

Gateshead

Country

United Kingdom

NUTS code

- UKC2 - Northumberland and Tyne and Wear

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,500,000

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## **Section VI. Complementary information**

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

YPO are purchasing on the behalf of other contracting authorities. Please see the below link for

details: <https://www.ypo.co.uk/about/customers/ojeu-permissible-users>

YPO will incorporate a standstill period at the point of notification of the award of the contract is

provided to all bidders. The standstill period will be for a minimum of 10 calendar days, and

provides time for unsuccessful tenderers to challenge the award decision before the contract is

entered into. The Public Contracts Regulations 2015 provide for aggrieved parties who have been

harmed or are at risk of harm by a breach of the rules to take action in the High Court (England,

Wales and Northern Ireland).

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

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

High Court of England and Wales

London

Country

United Kingdom

