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Planning

## **Marketing and Communications Framework**

West Yorkshire Combined Authority

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-024021

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

Published 28 September 2021, 10:08am

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

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

West Yorkshire Combined Authority

40 - 50 Wellington Street

Leeds

LS1 2DE

#### **Email**

[Procurement@westyorks-ca.gov.uk](mailto:Procurement@westyorks-ca.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKE4 - West Yorkshire

## **Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/westyorkshireca.aspx/Home>

## **I.3) Communication**

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/westyorkshireca.aspx/Home>

## **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 Framework

#### **II.1.2) Main CPV code**

- 79300000 - Market and economic research; polling and statistics

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

Services

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

Times are changing in West Yorkshire and within West Yorkshire Combined Authority. Our region has taken on more powers through a landmark devolution deal and the appointment of the first female metro mayor. To meet our ambitions and deliver for our people, we are looking to work with a group of like-minded, positive and creative suppliers to deliver a range of communications, marketing, and digital solutions. We are looking for expressions of interest from suppliers who'd like to be part of an exciting new era and tender for a place on the Combined Authority's Marketing and Communications Framework. The framework is expected to comprise of several lots covering full service agencies, designers, photographers, digital agencies, videographers, animators, printers, PR firms. If this sounds like an opportunity your organisation may be interested then you are invited to express your interest and participate in the market engagement phase of our procurement.

#### **II.1.5) Estimated total value**

Value excluding VAT: £3,000,000

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

This contract is divided into lots: No

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

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

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

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

NUTS codes

- UKE42 - Leeds

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

Times are changing in West Yorkshire and within the West Yorkshire Combined Authority. Our region has taken on more powers through a landmark devolution deal and the appointment of the first female metro mayor. To meet our ambitions and deliver for our people, we are looking to work with a group of like-minded, positive and creative suppliers to deliver a range of communications, marketing and digital solutions. We are looking for expressions of interest from suppliers who'd like to be part of an exciting new era and tender for a place on the Combined Authority's Marketing and Communications Framework. The framework is expected to comprise of several lots covering full-service agencies, designers, photographers, digital agencies, videographers, animators, printers, PR firms. If this sounds like an opportunity your organisation may be interested in please express your interest and participate in the market engagement phase of our procurement which we intend to commence within the next couple of weeks.

### **II.3) Estimated date of publication of contract notice**

1 December 2021

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes