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Tender

Admittance to a panel for supply of Brand & Marketing Services and/or PR Agency Services

YORKSHIRE WATER SERVICES LIMITED

F05: Contract notice – utilities

Notice identifier: 2021/S 000-024662

Procurement identifier (OCID): ocds-h6vhtk-02e7c3

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Section I: Contracting entity

I.1) Name and addresses

YORKSHIRE WATER SERVICES LIMITED

Western House, Western Way, Buttershaw

BRADFORD

BD62SZ

Contact

Lauren Gill

Email

lauren.gill@yorkshirewater.co.uk

Telephone

+44 7854924127

Country

United Kingdom

NUTS code

UKE41 - Bradford

Internet address(es)

Main address

www.yorkshirewater.com

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

www.yorkshirewater.com

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Admittance to a panel for supply of Brand & Marketing Services and/or PR Agency Services

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This notice is seeking expressions of interest for establishment of a Framework Agreement for Brand & Marketing and PR Agency services for Yorkshire Water Services' (referenced 'YWS' herein) different businesses.

Services will be split into two lots as follows:

- Brand & Marketing
 - o Brand strategy
 - o Brand campaigns
 - o Media Buying
 - o Creation of brand collateral
 - o Branding design
- PR Agency
 - o Development of both on- and offline content plans
 - o Development of online assets
 - o Influencer marketing

o Development and management of any PR stunts, photo calls etc. to support media coverage

II.1.5) Estimated total value

Value excluding VAT: £7,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKE - Yorkshire and the Humber

II.2.4) Description of the procurement

Successful bidders will work alongside YWS to provide a range of Brand & Marketing and PR Agency services. This process intends to create multiple Framework Agreements for a three-year initial term with the potential to extend for up to an additional 2 years (3 + 2) with a total estimated value (excluding VAT) of £7,500,000 GBP over the 5 years. The annual estimated value is around £1,500,000 GBP. Securing a place on the framework does not guarantee bidders any volume of work but will enable them to bid for individual pieces of work over the next 3 to 5 years.

Lots:

1. Brand & Marketing

Support YWS in the delivery of associated Brand & Marketing activities including but not limited to:

- Active participation in bidding for opportunities to deliver services within the Framework Agreement, on a brief-by-brief basis
- Close interaction and collaboration with the YWS Marketing team for successful delivery

of each initiative

- Brand Strategy: Working on key internal and external strategic business communications across a range of channels and audiences as defined by the YWS Marketing team
- Brand campaigns: Driving behavioural change and brand awareness from strategy creation through to delivery of on- and offline campaigns
- Media buying
- Demonstration of full mix of channel experience such as radio, TV, events, print, outdoor advertising, online advertising and direct marketing
- Creation of basic brand collateral in accordance with approved brand guidelines
- Branding design such as printed collateral (leaflets/letters/reports), presentations, signage, livery, infographics, copywriting and digital assets

2. PR Agency

Support YWS in the delivery of any required PR Agency services including but not limited to:

- Active participation in bidding for opportunities to deliver services within the Framework Agreement, on a brief-by-brief basis
- Close interaction and collaboration with the YWS Marketing team for successful delivery of each initiative
- Development of both on- and offline content plans to drive media coverage and/or online social media engagement
- Development of online assets to support the content plan
- Influencer marketing
- Development and management of any PR stunts or photo calls to support media coverage
- Demonstration and application of media relations expertise
- Development of content plans to support campaign activity

Bidders are required to cover in full at least one of the above-mentioned lots to qualify.

The Process:

In the first instance the expression of interests to participate must be submitted via email to Lauren Gill (Lauren.Gill@yorkshirewater.co.uk). A pre-qualification questionnaire will be issued to bidders upon receipt of an expression of interest. Bidders will then be assessed over two stages:

1. First stage - quality criteria: All bidders will be assessed from a capability perspective at the beginning of the process (PQQ/RFI stages). Bidders will respond to case studies that evidence their depth and breadth of experience related to either or both lots, among other qualitative questions. Bidders will be required to demonstrate an understanding of YWS requirements in their response. YWS might conduct reference checks related to the submitted case studies.

Scoring criteria for each of the PQQ / RFI questions will be shared alongside the questionnaire. Bidders that do not meet the minimum criteria, will be excluded from the process at this stage.

2. Second stage - Commercial criteria: Bidders will be requested to submit commercials for the provision of the service (YWS reserves the right to execute multiple commercial rounds). YWS will evaluate bidders for each lot from a qualitative and commercial perspective. YWS reserves the right to assign a manageable number of companies to each of the lots which will form the scope of the tender.

Overall scoring criteria will be shared alongside the procurement documentation.

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: £7,500,000

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

The initial contract term will be for 36 months, YWS reserves the option to extend further for 24 months and based on satisfactory performance of the contract by the service providers. Further details will be sent out in the procurement documents.

The estimated value is based on the full potential contract term including renewal. (i.e. 36 months + 24 months).

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

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

2 November 2021

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

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

VI.4) Procedures for review

VI.4.1) Review body

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Bradford

BD6 2SZ

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