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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): ocids-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](mailto:lauren.gill@yorkshirewater.co.uk)

#### **Telephone**

+44 7854924127

#### **Country**

United Kingdom

**NUTS code**

UKE41 - Bradford

**Internet address(es)**

Main address

[www.yorkshirewater.com](http://www.yorkshirewater.com)

**I.3) Communication**

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

[www.yorkshirewater.com](http://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

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## **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](mailto: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

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### **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

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## **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



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## **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**

Yorkshire Water

Bradford

BD6 2SZ

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