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Planning

## **Marketing and Communications Framework**

West Yorkshire Combined Authority

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-026053

Procurement identifier (OCID): ocids-h6vhtk-02ed32

Published 19 October 2021, 9:25am

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

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

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

#### **Contact**

Roy Banks

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UKE42 - Leeds

**National registration number**

8876556

**Internet address(es)**

Main address

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

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://uk.eu-supply.com/ctm/Supplier/Documents/Folder/31685>

Additional information can be obtained from the above-mentioned address

**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

Reference number

20210928-000002

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

- 79342000 - Marketing services

#### **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.

#### **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)**

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

### **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 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 by emailing [procurement@westyorks-ca.gov.uk](mailto:procurement@westyorks-ca.gov.uk).

### **II.2.14) Additional information**

Suppliers should note that this PIN replaces a previous PIN (20210928-000002) which was published through our previous Intend Procurement Portal. Future procurement activity will be conducted through this MerCell (UK Supply) procurement portal.

### **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

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## **Section VI. Complementary information**

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

Suppliers can express interest in this opportunity and be involved in upcoming market engagement by emailing [procurement@westyorks-ca.gov.uk](mailto:procurement@westyorks-ca.gov.uk)