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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): ocds-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

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

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.

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

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

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