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Contract

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

YORKSHIRE WATER SERVICES LIMITED

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-028635

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

Published 12 October 2022, 9:43am

Section I: Contracting entity

I.1) Name and addresses

YORKSHIRE WATER SERVICES LIMITED

Western House, Western Way, Buttershaw

BRADFORD

BD62SZ

Contact

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Email

sazonovm@yw.co.uk

Telephone

+44 7397133614

Country

United Kingdom

Region code

UKE41 - Bradford

Companies House

03778498

Internet address(es)

Main address

www.yorkshirewater.com

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.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £3,682,216

II.2) Description

II.2.1) Title

Brand and Marketing services

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKE - Yorkshire and the Humber

II.2.4) Description of the procurement

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

The process:

Following the expression of interests to participate a pre-qualification questionnaire was shared with bidders upon receipt of the expression of interest. Bidders successful after PQQ round then were assessed over two ITT stages where both bidders capability and commercial offering was assessed. Bidders responded to case studies that evidence their depth and breadth of experience related to the future work 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.

Bidders that do not meet the minimum criteria, will be excluded from the process at this stage. Bidders were requested to submit commercials for the provision of the service.

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

PR agency services

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKE - Yorkshire and the Humber

II.2.4) Description of the procurement

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.

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Following the expression of interests to participate a pre-qualification questionnaire was shared with bidders upon receipt of the expression of interest. Bidders successful after PQQ round then were assessed over two ITT stages where both bidders capability and commercial offering was assessed. Bidders responded to case studies that evidence their depth and breadth of experience related to the future work 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.

Bidders that do not meet the minimum criteria, will be excluded from the process at this stage. Bidders were requested to submit commercials for the provision of the service.

II.2.11) Information about options

Options: No

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

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-024662](#)

Section V. Award of contract

Lot No

1

Title

Brand Marketing services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 September 2022

Section V. Award of contract

Lot No

2

Title

PR services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 September 2022

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Yorkshire Water Services Limited

Bradford

Country

United Kingdom