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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**

Mariia Sazonova

**Email**

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**Telephone**

+44 7397133614

**Country**

United Kingdom

**Region code**

UKE41 - Bradford

**Companies House**

03778498

**Internet address(es)**

Main address

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

**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.1.6) 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.

he 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

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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

#### 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](#)

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## 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

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Yorkshire Water Services Limited

Bradford

Country

United Kingdom