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Tender

Provision of Marketing Campaign Services for Vulnerability and Carbon Monoxide Allowance (VCMA)

CADENT GAS LIMITED

Southern Gas Networks plc

Northern Gas Networks Limited

Wales & West Utilities Limited

Scotland Gas Networks plc

F05: Contract notice – utilities

Notice identifier: 2022/S 000-031488

Procurement identifier (OCID): ocids-h6vhtk-037fdc

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Section I: Contracting entity

I.1) Name and addresses

CADENT GAS LIMITED

Pilot Way, Ansty Park, Coventry

COVENTRY

CV7 9JU

Contact

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Email

Vasilis.Mastorakis@cadentgas.com

Telephone

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Country

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Region code

UK - United Kingdom

Companies House

10080864

Internet address(es)

Main address

<https://cadentgas.com/>

I.1) Name and addresses

Southern Gas Networks plc

St Lawrence House, Station Approach

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RH6 9HJ

Email

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Companies House

0516 7021

Internet address(es)

Main address

<https://www.sgn.co.uk/>

I.1) Name and addresses

Northern Gas Networks Limited

1100 Century Way, Thorpe Park Business Park

Colton, Leeds

LS15 8TU

Email

Vasilis.Mastorakis@cadentgas.com

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

05167070

Internet address(es)

Main address

<https://www.northerngasnetworks.co.uk/>

I.1) Name and addresses

Wales & West Utilities Limited

Wales & West House, Spooner Close Coedkernew

Newport

NP10 8FZ

Email

Vasilis.Mastorakis@cadentgas.com

Country

United Kingdom

Region code

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Companies House

05046791

Internet address(es)

Main address

<https://www.wwutilities.co.uk/>

I.1) Name and addresses

Scotland Gas Networks plc

Axis House, 5 Lonehead Drive, Newbridge

Edinburgh

EH28 8TG

Email

Vasilis.Mastorakis@cadentgas.com

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

SC26 4065

Internet address(es)

Main address

<https://www.sgn.co.uk/>

I.2) Information about joint procurement

The contract involves joint procurement

I.3) Communication

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

<https://cadentgas.com/>

Additional information can be obtained from another address:

Vasilis.Mastorakis@cadentgas.com

Coventry

Contact

Vasilis Mastorakis

Email

Vasilis.Mastorakis@cadentgas.com

Country

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Internet address(es)

Main address

<https://cadentgas.com/>

Tenders or requests to participate must be submitted electronically via

<https://cadentgas.com/>

I.6) Main activity

Production, transport and distribution of gas and heat

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Provision of Marketing Campaign Services for Vulnerability and Carbon Monoxide Allowance (VCMA)

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Cadent, SGN, NGN and WWU exist to keep the energy flowing:

Cadent are the UK's largest GDN, operating four of the eight regional distribution networks and are responsible for transporting gas to 11 million homes and businesses connected through 82,000 miles of pipeline. Their footprint covers four regions: East of England, North London, North West, and West Midlands.

SGN operate the gas distribution network for the South of England & Scotland and are responsible for transporting energy to 6 million homes and businesses across the region.

NGN operate the gas distribution network for the North East of England, Northern Cumbria and much of Yorkshire and are responsible for transporting energy to 2.7 million homes and businesses across the region.

WWU operate the gas distribution network for the Wales and South West of England and are responsible for transporting energy to 7.5 million customers.

All GDNs are proud to be at the heart of heat and work closely with communities to keep them safe, warm, and connected. We also recognise that those customers who find themselves living in vulnerable situations can be more affected by GDN's action or inaction than other customers.

For this reason, and as well as being mandated by Ofgem via a price control framework, GDNs strive to ensure that the services that they offer support both customers living in vulnerable situations and customers at risk of exposure to the dangers of carbon monoxide (CO).

II.1.5) Estimated total value

Value excluding VAT: £1,000,000

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

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Industry regulator Ofgem's latest set of objectives between 2021 - 2026 encourages gas distribution networks (GDNs) to undertake collaborative work under Vulnerability and Carbon Monoxide Allowance (VCMA) to support customers living in vulnerable situations.

As such, Cadent, SGN, Northern Gas Networks (NGN) and Wales & West utilities (WWU) are operating a collaborative tender to select a single marketing agency to run six marketing campaigns as part of VCMA until the end of the current price control period.

The services that Cadent, SGN, NGN and WWU are looking to procure through this tender event will be funded via a portion of the networks' VCMA. Therefore, it is important that any successful service provider is able to deliver a service within the confines of the VCMA regulation. More information on Ofgem's VCMA governance can be found by visiting the publications and updates section of Ofgem's website.

Summer and Winter campaigns will be needed as part of this initiative each with separate messaging.

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: £1,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2.14) Additional information

Cadent Gas Limited is leading the administrative work of this procurement for all contracting entities therefore please email Vasilis.Mastorakis@cadentgas.com to formally express interest and get access to the PQQ documents.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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.2.2) Time limit for receipt of tenders or requests to participate

Date

7 December 2022

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

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

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Cadent Gas Limited

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