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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): ocds-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**

Vasilis Mastorakis

#### **Email**

[Vasilis.Mastorakis@cadentgas.com](mailto:Vasilis.Mastorakis@cadentgas.com)

**Telephone**

+44 7811308444

**Country**

United Kingdom

**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

Horley, Surrey

RH6 9HJ

**Email**

[Vasilis.Mastorakis@cadentgas.com](mailto:Vasilis.Mastorakis@cadentgas.com)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**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](mailto: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](mailto:Vasilis.Mastorakis@cadentgas.com)

### **Country**

United Kingdom

### **Region code**

UK - United Kingdom

### **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](mailto: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](mailto:Vasilis.Mastorakis@cadentgas.com)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**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

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## **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](mailto:Vasilis.Mastorakis@cadentgas.com) to formally express interest and get access to the PQQ documents.

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## **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

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## **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

Pilot Way, Ansty

Coventry, Warwickshire

CV7 9JU

Country

United Kingdom