



Framework Period: 19 April 2017 to 18 April 2019



Key facts...

Framework ref: 664

Start date: 19/04/2017

End date: 18/04/2019

Extension option:
Up to 18/04/2021

OJEU contract notice:
2016/S 201-363122

OJEU award notice:
2017/S 096-189668

Collaboration:
ESPO and YPO

CONSULTANCY SERVICES

Framework scope

ESPO's Consultancy Services framework is designed to create a simple and efficient solution for those looking to procure trustworthy advice from pre-approved service providers. DTW is an awarded provider on this framework and can offer a range of innovative consultancy solutions tailored for your requirement.

The flexibility of this framework allows it to be convenient, with the possibility of working with DTW on a wide variety of marketing, communications and PR related consultancy needs that can all be accessed in the one place – saving you time, money and procurement effort.

DTW features on **lot 9b Marketing, Communications and PR** within the framework, with this lot covering such advice as, but not limited to:

- Branding
- Communication and marketing materials
- Crisis management
- Events management
- Market research
- Marketing campaigns, plans and strategies
- Media relations
- Social media
- Targeting strategies
- Website design

Who can use this Framework?

The framework is available for use nationally by any public sector body in the UK including, but not limited to...

- Schools & Academies
- Local Authority Establishments
- Police & Emergency Services
- NHS & HSC Bodies
- Central Government Departments & their agencies
- Registered Charities

Benefits of using this Framework

- This framework is compliant with UK/EU procurement legislation - we've done the work, so there's no need for you to run a full EU procurement process.
- Service providers listed on the framework were assessed during the procurement process for their financial stability, track record, experience and technical & professional ability.
- Pre-agreed terms & conditions to underpin all orders so no need to worry.

Further Help or Questions?

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Quote reference

ESPO framework 664



About DTW

DTW is a strategic PR, communications and marketing agency that delivers outstanding results. We have a network of specialists working across public relations and engagement, marketing and campaigns, social and digital media, design and illustration and video and animation.

DTW is a member of the PRCA (Public Relations and Communications Association) and has been awarded its Communications Management Standard.

Our staff are active members of the Chartered Institute of Public Relations (CIPR) and the Chartered Institute of Marketing (CIM).

In our most recent customer survey (2017) 100% of respondents said we were either excellent (79%) or very good (21%) at meeting their expectations.

We achieved similar feedback for creativity, strategic thinking and knowledge of our clients' target audience, and 100% of respondents said they would recommend our services.

How to Use this Framework

Step 1 - Complete the Customer Access Agreement (found on the ESPO website www.espo.org) and return it to ESPO.

Step 2 - Review the framework user guide and pricing information to establish whether your needs can be met by a single service provider or whether you need to conduct a Further Competition. The user guide can be obtained from the ESPO website www.espo.org and pricing is available upon request to ESPO. Section 5 of the framework user guide contains more information on how to place an order. Typically smaller, more straightforward requirements can be met by one service provider, larger, more complex requirements will require a Further Competition to achieve the best supply solution.

Step 3 - If you decide that a single service provider can meet your requirements based on the pricing and/or other information provided in the framework user guide simply place an order with that service provider, using the Call-Off Terms (found on the ESPO website www.espo.org).

If you decide you need to conduct a Further Competition you may do so by seeking quotations from **all** of the service providers that are able to meet your requirements in your particular location. More specific details on how to conduct a further competition can be found in Section 5 of the framework user guide. ESPO have template documentation available for this procurement process, found on the ESPO website www.espo.org.

Step 4 - Complete the Confirmation of Award form (found on the ESPO website www.espo.org) and return it to ESPO when your procurement process under the framework is complete.

Please quote ESPO framework reference 664-17 on all correspondence.

About ESPO and our frameworks

ESPO is a local authority owned purchasing and supply consortium. It is jointly owned by the county councils of Cambridgeshire, Leicestershire, Warwickshire, Lincolnshire and Norfolk and city council of Peterborough.

ESPO is a not for profit, self-funded organisation, with over 30 years of experience in public sector procurement. All of our frameworks are let in full compliance with UK procurement regulations (and the EU procurement directive).

ESPO's specialist buying teams have extensive experience of providing high quality procurement solutions to the public sector on a nationwide basis.

At ESPO we use our expertise to work with our strong and varied supply chain to bring you the best value procurement solutions possible.

This framework has been established through a collaborative procurement exercise with Yorkshire Purchasing Organisation (YPO).

DTW as part of 664 Consultancy Services

DTW is an award-winning, creative PR, communications and marketing agency that works across the UK. Our work involves engaging communities, exciting customers and informing stakeholders by communicating with a wide variety of audiences, using tactics from across PR, marketing and associated disciplines to deliver meaningful results for clients.

We are a trustworthy, no nonsense communications agency that delivers results. We take responsibility for driving projects forward and do not wait to be spoon-fed. Once we have taken instruction or approval from the client lead, we get on and deliver, through the process of creating a strategy, delivering a marketing or PR campaign, conducting research, arranging public events or engaging with stakeholders.

We are flexible in how we work with our clients, but all projects will have a designed DTW project manager in charge who will be responsible for the quality and delivery of work.

We will assign the best qualified members of our team to work with our customers to help deliver their business needs.