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Contract

Contract for the Provision of Integrated Mass Media, Creative and Advertising Agency for Fresh & Balance

County Durham and Darlington NHS Foundation Trust

F03: Contract award notice

Notice identifier: 2025/S 000-003259

Procurement identifier (OCID): ocds-h6vhtk-047e61

Published 31 January 2025, 12:07pm

Section I: Contracting authority

I.1) Name and addresses

County Durham and Darlington NHS Foundation Trust

Darlington Memorial Hospital, Hollyhurst Road

DARLINGTON

DL36HX

Contact

Darby Joseph

Email

darby.joseph@nhs.net

Country

United Kingdom

Region code

UKC13 - Darlington

Companies House

211212300

Internet address(es)

Main address

<https://cddft.nhs.uk/>

I.4) Type of the contracting authority

Other type

Health

I.5) Main activity

Health

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

Contract for the Provision of Integrated Mass Media, Creative and Advertising Agency for Fresh & Balance

Reference number

SP1874

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Fresh and Balance is the North East's integrated programme for reducing tobacco and alcohol harm in the region.

Our remit is to reduce smoking rates and the harm caused by tobacco and alcohol amongst our local population and key audiences using a multi-strand approach based on best national and international evidence. This includes mass media campaigns, campaigning and advocacy, effective internal communications, and making voices heard on the national stage to politicians and decision makers.

A key element of work is the design and delivery of integrated campaigns from the first set of designs to media planning and delivery, as well as a support strand with printed and digital collateral and web support. This will form the bulk of agency support with the flexibility of a full service agency who can deliver other marketing specialist services as and when needed.

It is contract for 60 months with optional extension of 3 X 12 months.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £6,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)

II.2.4) Description of the procurement

Fresh and Balance is the North East's integrated programme for reducing tobacco and alcohol harm in the region.

Our remit is to reduce smoking rates and the harm caused by tobacco and alcohol amongst our local population and key audiences using a multi-strand approach based on best national

and international evidence. This includes mass media campaigns, campaigning and advocacy, effective internal communications, and making voices heard on the national stage to politicians and decision makers. A key element of work is the design and delivery of integrated campaigns from the first set of designs to media planning and delivery, as well as a support strand with printed and digital collateral and web support. This will form the bulk of agency support with the flexibility of a full service agency who can deliver other marketing specialist services as and when needed.

The contract for 60 months with optional extension of 3 X 12 months. The contract is not a guarantee of continual work and the budget set at a level to accommodate potential future work if elements of the programme were expanded within the timeframe. It will be subject to 1/ continued funding for the Fresh and Balance programme 2/ the requirements as and when for campaigns subject to our budget allocations and 3/ three months' notice of termination convenience of the contract.

II.2.5) Award criteria

Quality criterion - Name: Campaign Content/delivery Content / Weighting: 60%

Quality criterion - Name: Sustainability / Weighting: 10%

Price - Weighting: 30%

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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: [2024/S 000-022215](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 January 2025

V.2.2) Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Story uk

Newcastle

Country

United Kingdom

NUTS code

- UKC - North East (England)

Companies House

423320857

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £6,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice

London

Country

United Kingdom