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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): ocids-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](mailto: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

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**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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

High Court of Justice

London

Country

United Kingdom