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Tender

## **National Adopter Recruitment Campaign Further competition from Campaign Solutions 2 (RM6125)**

Leeds City Council - PACS

F02: Contract notice

Notice identifier: 2024/S 000-006687

Procurement identifier (OCID): ocids-h6vhtk-0444b8

Published 1 March 2024, 2:30pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Leeds City Council - PACS

Civic Hall

Leeds

LS11UR

#### **Contact**

Mandi Kaushal

#### **Email**

[Mandeep.Kaushal@leeds.gov.uk](mailto:Mandeep.Kaushal@leeds.gov.uk)

#### **Telephone**

+44 1133781013

#### **Country**

United Kingdom

**Region code**

UKE42 - Leeds

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.leeds.gov.uk/>

**I.3) Communication**

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

<https://uk.eu-supply.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://uk.eu-supply.com>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

National Adopter Recruitment Campaign Further competition from Campaign Solutions 2 (RM6125)

Reference number

78900

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The National Adoption Recruitment Steering Group (NARSG) are looking to appoint a creative marketing agency partner to design and deliver high impact and measurable multi-media marketing campaigns to attract new potential adopters, including Black African, Black Caribbean and mixed heritage adopters as well as targeting potential adopters from the LGBTQ+ community.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,350,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

The National Adoption Recruitment Steering Group (NARSG) are looking to appoint a creative marketing agency partner to design and deliver high impact and measurable multi-media marketing campaigns to attract new potential adopters, including Black African, Black Caribbean and mixed heritage adopters as well as targeting potential adopters from the LGBTQ+ community.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

1 April 2024

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

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

Date

2 March 2024

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

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

High Court of Justice

London

WC2A 2LL

Country

United Kingdom

