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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

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

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

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

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

