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Tender

FRA086 - Digital Services Framework

Waste & Resources Action Programme

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006862

Procurement identifier (OCID): ocds-h6vhtk-060f12

Published 26 January 2026, 7:05pm

Scope

Reference

PRC032

Description

WRAP is seeking to establish a Digital Framework to support our in-house Marketing & Communications team and wider organisation. The framework will provide specialist expertise and overflow capacity for digital services. This ITT invites qualified agencies and freelancers to tender for inclusion in the framework. WRAP aims to contract with a mix of agencies, and freelancers for flexible, responsive and high-quality digital support.

The Digital Framework has 3 distinct lots: Digital Strategy and Marketing (Lot 1), Content-led Websites (Lot 2), Digital Applications and Services (Lot 3). It is acceptable for a supplier to sit within multiple Lots. The nature of our activities requires a trusted pool of digital suppliers capable of delivering high-impact, high quality work, sometimes on short timelines. This ITT follows a pre-market engagement (November 2025) and reflects the needs and structure informed by that exercise.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Banbury:-IT-services:-consulting%2C-software-development%2C-Internet-and-support./4X9VY4266Z>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/4X9VY4266Z>

Commercial tool

Establishes an open framework

A series of frameworks with substantially the same terms. Awarded suppliers are carried over and new suppliers can bid.

Total value (estimated)

- £2,700,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2029
- 3 years

Main procurement category

Services

CPV classifications

- 72000000 - IT services: consulting, software development, Internet and support

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
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Lot 1. Digital Strategy and Marketing

Description

WRAP are looking to work with both agencies and individual freelancers for flexible, responsive and high-quality digital support. Working closely with our inhouse digital, creative, marketing & delivery teams Lot 1 (Digital Strategy and Marketing) will provide access to strategic and delivery specialist expertise and overflow capacity for digital services. Work packages will range in scope and span both longer-term strategic projects and quick turnaround tactical needs.

Lot value (estimated)

- £900,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Content-First Websites, Design & Maintenance

Description

WRAP requires suppliers capable of delivering the full lifecycle of complex, content-rich website projects. Working alongside digital and creative teams, Lot 2 (Content-First Websites, Design & Maintenance) will provide discovery, design and development capacity, expertise in core CMS integration (e.g., Drupal/Contentful/Wordpress), and required back-end integration with third party APIs. The scope covers discovery, UX, responsive front-end and back-end development, ongoing platform security patching, and continuous performance optimisation for core websites.

Lot value (estimated)

- £750,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Digital Applications and Services

Description

WRAP requires highly specialised agencies to build and maintain data-intensive, complex, custom digital products and services (including APIs) that sit outside the core CMS, ensuring excellent user experience (UX) for high-value applications. Working alongside digital and specialist teams, Lot 3 (Digital Applications and Services) will provide discovery, design and development capacity. The scope covers discovery, design, responsive front-end and back-end development, ongoing platform security patching, and continuous performance optimisation for digital applications and services.

Lot value (estimated)

- £1,050,000 including VAT

Framework lot values may be shared with other lots

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Open framework scheme end date (estimated)

31 March 2034

Maximum number of suppliers

16

Maximum percentage fee charged to suppliers

0%

Framework operation description

Work awarded under the Framework will be on a call-off basis and awarded either through a mini-competition or direct award. Call-off agreements under the Framework may vary in size and duration.

See Section 7 & 11 in the ITT Document for further information.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Particular suitability

Lot 1. Digital Strategy and Marketing

Lot 2. Content-First Websites, Design & Maintenance

Lot 3. Digital Applications and Services

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

6 February 2026, 1:00pm

Submission type

Tenders

Deadline for requests to participate

6 February 2026, 1:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

20 March 2026

Award criteria

Name	Type	Weighting
Written Proposal	Quality	65%
Price	Price	25%
Social Value	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

1st Stage - Selection Questionnaire (open to all interested applicants)

2nd Stage - Tender incl. Bid Quotation (for shortlisted applicants only)

Contracting authority

Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

United Kingdom

Contact name: Procurement Lead

Telephone: 01295 584100

Email: procurement@wrap.org.uk

Region: UKJ14 - Oxfordshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)