This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/007852-2024">https://www.find-tender.service.gov.uk/Notice/007852-2024</a>

#### Contract

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

Leeds City Council - PACS

F03: Contract award notice

Notice identifier: 2024/S 000-007852

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

Published 12 March 2024, 1:09pm

## **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

http://www.leeds.gov.uk

## 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)

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The National Adoption Recruitment Steering Group (NARSG) are have appointed a

creative marketing agency partner to design and deliver high impact and measurable multimedia 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.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £135,000,000

#### II.2) Description

#### 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 have appointed a creative marketing agency partner to design and deliver high impact and measurable multimedia 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

#### 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.2.1) Previous publication concerning this procedure

Notice number: <u>2024/S 000-006687</u>

## Section V. Award of contract

#### **Contract No**

78900

#### **Title**

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

A contract/lot is awarded: Yes

## V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

12 March 2024

#### 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

Freud Communications Limited

London

W1T 1AL

Country

**United Kingdom** 

**NUTS** code

• UK - United Kingdom

Companies House

02478112

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £135,000,000

Total value of the contract/lot: £135,000,000

# Section VI. Complementary information

## VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice

London

Country

**United Kingdom**