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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 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.1.6) 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 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

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: [2024/S 000-006687](#)

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