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Contract

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

Leeds City Council - PACS

F20: Modification notice

Notice identifier: 2024/S 000-007862

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

Published 12 March 2024, 1:39pm

### **Section I: Contracting authority/entity**

#### **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

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

## **Section II: Object**

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

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

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

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

- 79340000 - Advertising and marketing services

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

Services

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

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

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement at the time of conclusion of the contract:**

The National Adoption Recruitment Steering Group (NARSG) 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.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Start date

1 April 2024

## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2024/S 000-007852](#)

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## **Section V. Award of contract/concession**

### **Contract No**

78900

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

12 March 2024

#### **V.2.2) Information about tenders**

The contract/concession has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor/concessionaire**

Freud Communications Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

02478112

The contractor/concessionaire is an SME

No

#### **V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £1,350,000

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## **Section VI. Complementary information**

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

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

High Court of Justice

London

Country

United Kingdom

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## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79342000 - Marketing services

#### **VII.1.3) Place of performance**

NUTS code

- UK - United Kingdom

#### **VII.1.4) Description of the procurement:**

The National Adoption Recruitment Steering Group (NARSG) 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

#### **VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Start date

1 April 2024

#### **VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£1,350,000

#### **VII.1.7) Name and address of the contractor/concessionaire**

Freud Communications Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

02478112

The contractor/concessionaire is an SME

No

## **VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Contract value entered was incorrect.

### **VII.2.2) Reasons for modification**

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

Contract value entered was incorrect.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £1,350,000

Total contract value after the modifications

Value excluding VAT: £1,350,000