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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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice

London

Country

United Kingdom

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