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Planning

## **Information Event for Adopt South Digital Marketing**

HAMPSHIRE COUNTY COUNCIL

F21: Social and other specific services – public contracts

Prior information notice without call for competition

Notice identifier: 2024/S 000-008063

Procurement identifier (OCID): ocids-h6vhtk-044834

Published 13 March 2024, 3:37pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

HAMPSHIRE COUNTY COUNCIL

The Castle

WINCHESTER

SO23 8UJ

#### **Email**

[strategic.procurement@hants.gov.uk](mailto:strategic.procurement@hants.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKJ36 - Central Hampshire

## **Justification for not providing organisation identifier**

Not on any register

## **Internet address(es)**

Main address

[www.hants.gov.uk](http://www.hants.gov.uk)

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/hampshire>

Additional information can be obtained from the above-mentioned address

## **I.4) Type of the contracting authority**

Regional or local authority

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Information Event for Adopt South Digital Marketing

Reference number

CS23941

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

- 79340000 - Advertising and marketing services

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

Services

### **II.1.4) Short description**

Adopt South require Digital Services in the form of Google Search, AdWords and any other digital output which delivers clicks, brand awareness and interaction to Adopt South's website and/or generation of call enquiries based on the target audience, together with relevant creative treatments to deliver cost efficiency in the digital advertising environment.

There will be an information event to engage with interested providers and provide background information on the importance of the role of Adopt South and its specific digital marketing needs. This will include a presentation by the Marketing Manager, a question and answer session and an explanation of the tendering process by a member of the Procurement Team.

The information event is scheduled to take place on Wednesday 27th March 2024 at 09:00am - 10:30am via Teams.

Booking attendance will be managed via Intend correspondence. More information on how to book onto this event can be found in the Additional Information under Section 11.2.14 of this notice.

### **II.1.5) Estimated total value**

Value excluding VAT: £430,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

### **II.2.4) Description of the procurement**

Adopt South is the partnership Regional Adoption Agency for Hampshire, Isle of Wight, Portsmouth and Southampton, providing improved outcomes for children who need secure and loving homes to flourish and be part of a family forever and supporting those touched by adoption.

A tender for the provision of Digital Marketing services will be published on 19th April 2024.

The winning tenderer will provide Adopt South with Digital Services in the form of Google Search, AdWords and any other digital output which delivers clicks, brand awareness and interaction to Adopt South's website and/or generation of call enquiries based on the target audience, together with relevant creative treatments to deliver cost efficiency in the digital advertising environment.

### **II.2.14) Additional information**

For further Information please go to the Council's e-tendering website <https://in-tendhost.co.uk/hampshire>.

In order to book a place at the event you must first register with In-Tend (if you have not already done so) and express an interest in the project.

In-Tend correspondence should be used to notify the Council of delegates names and contact details to book attendance to the event, which will be held via Teams on 27th March 2024, from 09:00 - 10:30am. The closing date to request an invitation to the event is 12:00 on Tuesday 26th March 2024.

We recommend that you refer to the e-tendering guidance for suppliers which can be found by clicking on 'Information for Suppliers' at the top of the home page.

Please use this method of communication if you have any questions about this event.

### **II.3) Estimated date of publication of contract notice**

19 April 2024