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Contract

Marketing and Advertising Framework

HAMPSHIRE COUNTY COUNCIL

F03: Contract award notice

Notice identifier: 2022/S 000-012668

Procurement identifier (OCID): ocds-h6vhtk-02fbce

Published 16 May 2022, 3:59pm

Section I: Contracting authority

I.1) Name and addresses

HAMPSHIRE COUNTY COUNCIL

The Castle

WINCHESTER

SO23 8UJ

Email

strategic.procurement@hants.gov.uk

Country

United Kingdom

Region code

UKJ36 - Central Hampshire

Internet address(es)

Main address

<https://www.hants.gov.uk>

Buyer's address

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

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

Marketing and Advertising Framework

Reference number

CO15005

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Lot 1: Marketing Organisation to assist with developing marketing campaigns

Lot 2: Marketing Organisation to assist with the purchasing of media

Lot 3: Media Owners to assist with the purchasing of media direct

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £3,761,000

II.2) Description

II.2.1) Title

Marketing Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKJ36 - Central Hampshire

II.2.4) Description of the procurement

The authority has appointed a Marketing Organisation who will provide a full range of marketing services. These will include campaign strategy, graphic design, and video/audio recording/photography.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75%

Price - Weighting: 25%

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Media Buying Services - Media Agency

Lot No

2

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKJ36 - Central Hampshire

II.2.4) Description of the procurement

The Authority has appointed one media buying agency to the Marketing and Advertising Framework who will provide media buying services. Media may include advertising space, partnerships, events, and sponsorship regionally and nationally across off and online channels.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70%

Price - Weighting: 30%

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Media Buying Services - Media Owners

Lot No

3

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKJ36 - Central Hampshire

II.2.4) Description of the procurement

The Authority was looking to appoint an unlimited number of media owners who meet the criteria to the Marketing and Advertising Framework who will provide media services. Media may include advertising space, partnerships, events, and sponsorship regionally and nationally across off and online channels.

II.2.5) Award criteria

Quality criterion - Name: Pass/fail criteria / Weighting: 0%

Price - Weighting: 0%

II.2.11) Information about options

Options: No

II.2.14) Additional information

Hampshire County Council declined to make an award to this lot.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-029784](#)

Section V. Award of contract

Contract No

CO15005

Lot No

1

Title

Marketing Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 May 2022

V.2.2) Information about tenders

Number of tenders received: 13

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

V.2.3) Name and address of the contractor

RH Advertising Limited

Exeter

Country

United Kingdom

NUTS code

- UKK4 - Devon

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,457,500

Section V. Award of contract

Contract No

CO15005

Lot No

2

Title

Media Buying Services - Media Agency

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 May 2022

V.2.2) Information about tenders

Number of tenders received: 6

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

V.2.3) Name and address of the contractor

McConnells Midlands Limited

Derby

Country

United Kingdom

NUTS code

- UKF1 - Derbyshire and Nottinghamshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £2,303,500

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

London

Country

United Kingdom