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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](mailto: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

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## **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.

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## **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](#)

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## **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

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**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

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## **Section VI. Complementary information**

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

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

High Court of England and Wales

London

Country

United Kingdom