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Tender

## **Adopt South Digital Marketing**

HAMPSHIRE COUNTY COUNCIL

F02: Contract notice

Notice identifier: 2024/S 000-013999

Procurement identifier (OCID): ocds-h6vhtk-045660

Published 1 May 2024, 10:17am

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

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

HAMPSHIRE COUNTY COUNCIL

The Castle

WINCHESTER

SO23 8ZB

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UKJ3 - Hampshire and Isle of Wight

#### **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

Tenders or requests to participate must be submitted electronically via

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

**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**

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**

Hampshire County Council is procuring Digital Marketing services for Adopt South, the Partnership Regional Adoption Agency for Hampshire, Isle of Wight, Portsmouth and Southampton local authorities.

The appointed agency will provide 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.

Adopt South require awareness and presence especially in the search environment (Share of Voice) so that when people have seen Adopt South advertising elsewhere and/or they have conducted searches, visibility as much as possible will be on the first three commercial listings on Google.

Paid advertising space is also required in areas such as Google Adwords and across suitable Social Media. In addition, commercial programmatic sites that generate clicks and/or interest in adoption.

This contract is to start on 1st August 2024.

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

Value excluding VAT: £550,000

### **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**

## Background:

Adopt South are the Partnership Regional Adoption Agency for Hampshire, Isle of Wight, Portsmouth and Southampton local authorities, who provide the following:

- Find Families for children who have a plan for Adoption
- Find families for children whose plans are not yet decided and may have a Plan for Adoption
- Adoption Support services for adopted families and young people
- Birth Family support
- Adopted Adults support
- Contact arrangements for adopted children and their birth family

## Requirement:

Adopt South are looking for a proven experienced Digital Marketing provider to achieve its annual target of approved adopters across Hampshire, Portsmouth, Southampton and Isle of Wight local authorities by reaching target audiences.

Adopt South require a minimum 50% Share of Voice especially in the search environment so that when people have seen Adopt South advertising elsewhere and/or they have conducted searches, Adopt South will be on the first three commercial listings on Google.

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.

Adopt South also require paid advertising space in areas such as Google AdWords, Facebook, Instagram and LinkedIn and another commercial programmatic sites that generate clicks and/or interest in adoption. Advertising is selected as much as regionally possible to reduce wastage.

## Tendering:

If you are not already registered with the Council's e-tendering website In-Tend please do so via <https://in-tendhost.co.uk/hampshire> and register your interest in this opportunity.

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.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £550,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

After the initial 36 months, the contract may be extended by up to a further 24 months, in a single or multiple extensions.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to the procurement documentation.

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

3 June 2024

Local time

2:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

3 June 2024

Local time

2:01pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

A previous PIN was published on 13/03/2024 in respect of the Information Event for this tender, publication reference 2024/S 000-008063.

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

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

High Court of England and Wales

London

Country

United Kingdom