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Tender

Contract for the Provision of Integrated Mass Media, Creative and Advertising Agency for Fresh & Balance

County Durham and Darlington NHS Foundation Trust

F02: Contract notice

Notice identifier: 2024/S 000-022215

Procurement identifier (OCID): ocds-h6vhtk-047e61

Published 18 July 2024, 10:52am

Section I: Contracting authority

I.1) Name and addresses

County Durham and Darlington NHS Foundation Trust

Darlington Memorial Hospital, Hollyhurst Road

DARLINGTON

DL36HX

Contact

Darby Joseph

Email

darby.joseph@nhs.net

Country

United Kingdom

Region code

UKC13 - Darlington

Companies House

211212300

Internet address(es)

Main address

<https://cddft.nhs.uk/>

I.3) Communication

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

<https://www.cardea.nhs.uk/Cardea/DisplayModules/TradeModules/Negotiations/Opportunities/ViewOpportunityEvent.aspx?EventID=4630&Culture=en-GB>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.cardea.nhs.uk/Cardea/DisplayModules/TradeModules/Negotiations/Opportunities/ViewOpportunityEvent.aspx?EventID=4630&Culture=en-GB>

I.4) Type of the contracting authority

Other type

Health Care

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Contract for the Provision of Integrated Mass Media, Creative and Advertising Agency for Fresh & Balance

Reference number

SP1874

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Fresh and Balance is the North East's integrated programme for reducing tobacco and alcohol harm in the region.

Our remit is to reduce smoking rates and the harm caused by tobacco and alcohol amongst our local population and key audiences using a multi-strand approach based on best national and international evidence. This includes mass media campaigns, campaigning and advocacy, effective internal communications, and making voices heard on the national stage to politicians and decision makers.

A key element of work is the design and delivery of integrated campaigns from the first set of designs to media planning and delivery, as well as a support strand with printed and digital collateral and web support. This will form the bulk of agency support with the flexibility of a full service agency who can deliver other marketing specialist services as and when needed.

We are looking at a contract for 60 months with optional extension of 3 X 12 months

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)

II.2.4) Description of the procurement

A key element of work is the design and delivery of integrated campaigns from the first set of designs to media planning and delivery, as well as a support strand with printed and digital collateral and web support. This will form the bulk of agency support with the flexibility of a full service agency who can deliver other marketing specialist services as and when needed.

We are looking at a contract for 60 months with optional extension of 3 X 12 months

II.2.5) Award criteria

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

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Optional extension of 3 X 12 months.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Optional extension of 3 X 12 months

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

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: No

IV.2) Administrative information

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

Date

23 August 2024

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

30 August 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice

London

Country

United Kingdom