

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/022215-2024>

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](mailto: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