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Contract

## **Adopt South Digital Marketing**

HAMPSHIRE COUNTY COUNCIL

F03: Contract award notice

Notice identifier: 2024/S 000-022257

Procurement identifier (OCID): ocids-h6vhtk-045660

Published 18 July 2024, 12:19pm

### **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**

UKJ3 - Hampshire and Isle of Wight

#### **Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

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

**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 has procured 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 will start on 1st August 2024. The initial contract term is 3 years and will expire on 31st July 2027 but may be extended to 31st July 2029.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £520,000

### **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 required 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 is required to 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.

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

Cost criterion - Name: Price Per Quality Point / Weighting: PPQP

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

Options: Yes

Description of options

After the initial 36 month term of the contract, it may be extended for up to a further 24 months, in a single or multiple extensions.

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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: [2024/S 000-013999](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

28 June 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 11

Number of tenders received from SMEs: 11

Number of tenders received by electronic means: 11

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

**V.2.3) Name and address of the contractor**

RH Advertising Limited

1st Floor Richmond Court, Emperor Way

Exeter

EX1 3QS

Country

United Kingdom

NUTS code

- UKK - South West (England)

Companies House

3909789

The contractor is an SME

Yes

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

Total value of the contract/lot: £520,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

High Court of England & Wales

London

Country

United Kingdom

