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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

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

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.

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England & Wales

London

Country

United Kingdom