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Award

## **Development and Delivery of Living Well Health and Social Movement Campaigns**

Bradford Metropolitan District Council

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-026670

Procurement identifier (OCID): ocids-h6vhtk-02ef9b

Published 25 October 2021, 3:09pm

### **Section I: Contracting authority/entity**

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

Bradford Metropolitan District Council

1st Floor Britannia House, Hall Ings

Bradford

BD1 1HX

#### **Contact**

Mr Iain Dunn

#### **Email**

[Iain.Dunn@bradford.gov.uk](mailto:Iain.Dunn@bradford.gov.uk)

#### **Telephone**

+44 1274

#### **Country**

United Kingdom

**NUTS code**

UKE41 - Bradford

**Internet address(es)**

Main address

<http://www.bradford.gov.uk/bmdc>

Buyer's address

<http://www.bradford.gov.uk/bmdc>

**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**

Development and Delivery of Living Well Health and Social Movement Campaigns

Reference number

DN550330

**II.1.2) Main CPV code**

- 85000000 - Health and social work services

**II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Additional funding has been allocated to Public Health by PHE to fund Mental Health and Suicide Prevention Social Marketing Campaigns.

#### **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: £80,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKE41 - Bradford

#### **II.2.4) Description of the procurement**

Additional funding has been allocated to Public Health by PHE to fund Mental Health and Suicide Prevention Social Marketing Campaigns. The funding would allow the provider to increase capacity and deliver the social marketing campaigns without any change to the scope of the current contract with no changes to service delivery. The funding variation represents 32% of the overall total contract value. 1st November 2021 to 31st March 2023. £80,000.

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

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

proceed on the basis of 72 (b) ii significant inconvenience or substantial duplication of costs. As the value of the requirement has gone from below to above threshold.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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

### **Contract No**

DN550330

### **Title**

Development and Delivery of Living Well Health and Social Movement Campaigns

A contract/lot is awarded: Yes

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

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

25 October 2021

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

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

#### **V.2.3) Name and address of the contractor/concessionaire**

Hitch Marketing

255 Poulton Road

Wallasey

CH44 4BT

Country

United Kingdom

NUTS code

- UKE41 - Bradford

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £80,000

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## **Section VI. Complementary information**

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

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

City of Bradford Metropolitan District Council

Bradford

Country

United Kingdom