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Tender

## **The Marketing and Advertising Framework**

HAMPSHIRE COUNTY COUNCIL

F02: Contract notice

Notice identifier: 2021/S 000-029784

Procurement identifier (OCID): ocds-h6vhtk-02fbce

Published 1 December 2021, 11:19am

### **Section I: Contracting authority**

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

HAMPSHIRE COUNTY COUNCIL

The Castle, High Street

WINCHESTER

SO23 8UJ

#### **Email**

[strategic.procurement@hants.gov.uk](mailto:strategic.procurement@hants.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKJ3 - Hampshire and Isle of Wight

## **Internet address(es)**

Main address

<https://www.hants.gov.uk/en/>

Buyer's address

<https://in-tendhost.co.uk/hampshire.aspx/Home>

## **I.3) Communication**

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

<https://in-tendhost.co.uk/hampshire.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/hampshire.aspx/Home>

## **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**

The Marketing and Advertising Framework

Reference number

CO15005

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

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

The Marketing and Advertising (MA) Framework is a 4 year framework seeking to provide Hampshire County Council with professional organisations who can offer marketing and advertising services. Other neighbouring Local Authorities have expressed their interest in using the framework and therefore Suppliers offered a place on the framework may also work with other local authorities. Further details are contained within the Invitation to Tender (ITT).

The framework is split into 3 separate lots below.

Lot 1 - Marketing Services

Lot 2 - Media Buying Services - Media Agency

Lot 3 - Media Buying Services - Media Owners

#### **II.1.5) Estimated total value**

Value excluding VAT: £5,761,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

### **II.2.1) Title**

Marketing Services

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

Main site or place of performance

Hampshire

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

Lot 1 - Marketing and Advertising Services - This lot is capped to a maximum of three suppliers only. Each suppliers will need to provide a full range of marketing services including campaign strategy, digital marketing, graphic design, and video/audio recording/photography.

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £1,457,500

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

Duration in months

48

This contract is subject to renewal

No

## **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

## **II.2) Description**

### **II.2.1) Title**

Media Buying Services - Media Agency

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
  - JA04 - For design
  - JA07 - Online
  - JA09 - Multimedia
  - JA10 - For Internet
  - QA01 - For broadcast advertising

- QA02 - For advertising on radio
- QA03 - For advertising on television
- QA04 - For advertising on the Internet
- QA05 - For advertising in cinemas
- QA06 - For advertising in newspapers
- QA07 - For advertising in magazines
- QA08 - For advertising on posters
- QA11 - For events
- QA12 - For conferences
- QA13 - For exhibitions
- TA40 - For newspaper
- TA41 - For posters

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

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

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

Lot 2 - Media Agency - This Lot is seeking a single supplier who can provide media buying services including advertising space, partnerships, events, and sponsorship across off and online channels both regionally and nationally.

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £2,303,500

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

Duration in months

48

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

### **II.2.14) Additional information**

Hampshire County Council would draw to the Tenderer's attention that although the values of the Framework are assigned within this Contract Notice, they will remain indicative and may alter throughout the lifetime of the Framework. Further information is detailed within Section 6 of the Invitation to Tender documentation.

## **II.2) Description**

### **II.2.1) Title**

Media Buying Services - Media Owners

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
  - JA04 - For design

- JA07 - Online
- JA09 - Multimedia
- JA10 - For Internet
- QA01 - For broadcast advertising
- QA02 - For advertising on radio
- QA03 - For advertising on television
- QA04 - For advertising on the Internet
- QA05 - For advertising in cinemas
- QA06 - For advertising in newspapers
- QA07 - For advertising in magazines
- QA08 - For advertising on posters
- QA11 - For events
- QA12 - For conferences
- QA13 - For exhibitions
- TA40 - For newspaper
- TA41 - For posters

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

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

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

This Lot is seeking an unlimited number of Suppliers who have ownership of the media type and its locations. Other associated services needed to support the design and delivery of the proposed campaign may also be procured from the Media Owners.



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

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

### **II.2.6) Estimated value**

Value excluding VAT: £2,000,000

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

Duration in months

48

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

### **II.2.14) Additional information**

Hampshire County Council would draw to the Tenderer's attention that although the values of the Framework are assigned within this Contract Notice, they will remain indicative and may alter throughout the lifetime of the Framework. Further information is detailed within Section 6 of the Invitation to Tender documentation.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

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

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

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

#### **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: [2020/S 242-600234](#)

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

Date

10 January 2022

Local time

2:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

10 January 2022

Local time

2:01pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

Further information pertaining to this Framework can be found within the Invitation to Tender documentation along with service specifications, correspondence routes to raise any questions and instructions for tendering with Hampshire County Council.

Hampshire County Council would draw to the Tenderer's attention that although the values of the Framework are assigned within this Contract Notice, they will remain indicative and may alter throughout the lifetime of the Framework. Further information is detailed within Section 6 of the Invitation to Tender documentation.

Maximum number of suppliers per lot

Lot 1: 3 suppliers

Lot 2: 1 supplier

Lot 3: Unlimited

Other Local Authorities who are able to use the Framework are listed below:

Winchester City Council

New Forest District Council

Southampton City Council

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

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

High Court of England and Wales

London

Country

United Kingdom