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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

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

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.

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

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

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