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Pipeline

## **Media and Advertising Framework**

Hampshire County Council

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-034420

Procurement identifier (OCID): ocds-h6vhtk-0551d3

Published 23 June 2025, 2:23pm

### **Scope**

### **Reference**

PO26661

### **Description**

Hampshire County Council intends to publish a tender for the establishment of a Media Purchasing and Advertising Framework. This forthcoming procurement will seek to appoint an unlimited number of suitably qualified media owners and media service providers capable of supporting a wide range of communications and campaign activity. Although subject to change, it is expected that this will be an Open Framework, which will be reopened at appropriate intervals.

The Framework will encompass planning, buying, and delivery of media campaigns covering both traditional and digital channels across local, regional, and national platforms. The Authority's objective is to work with Suppliers who can provide strategic and tactical media services aligned with campaign goals, demonstrating value for money, innovation, and the ability to collaborate across multi-agency environments.

Suppliers will be expected to:

Offer expert media planning and buying capabilities.

Provide tailored recommendations based on audience insight and local media knowledge (particularly within Hampshire and surrounding areas).

Support a diverse range of media channels, including but not limited to radio, digital advertising, print, sponsorships, and emerging platforms.

Deliver campaigns against defined outcomes and performance indicators, with live optimisation and regular reporting.

Maintain excellent account management and flexibility in response to changing campaign needs and objectives.

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £3,000,000 excluding VAT
- £3,600,000 including VAT

## **Contract dates (estimated)**

- 1 July 2026 to 1 July 2033
- 7 years, 1 day

## **Main category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79341500 - Aerial advertising services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342200 - Promotional services

## **Contract locations**

- UKJ - South East (England)

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

## **Publication date of tender notice (estimated)**

3 February 2026

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## **Contracting authority**

### **Hampshire County Council**

- Public Procurement Organisation Number: PBHM-7586-PWLP

The Castle, High Street

Winchester

SO238UJ

United Kingdom

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

Region: UKJ36 - Central Hampshire

Organisation type: Public authority - sub-central government