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Planning

## **FRA079 Marketing Services Framework**

Waste & Resources Action Programme

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-036434

Procurement identifier (OCID): ocds-h6vhtk-0556c8

Published 1 July 2025, 2:05pm

### **Scope**

### **Description**

Please note the submission date for this notice refers to the deadline for stage 1 (selection stage) and the stage 2 (ITT/Full tender stage) deadlines will be outlined in the tender notice for this exercise,

WRAP's Communications Team is exploring the potential establishment of a Marketing Services Framework to support the in-house marketing and campaigns team with overflow capacity and specialist expertise. The framework aims to provide flexible access to a pool of freelancers and retained agencies who can deliver a range of communications outputs. This may include paid media, influencer management, digital channel strategy, events and copywriting.

Given the reactive and fast-paced nature of this work, WRAP seeks suppliers capable of providing high-quality creative solutions with short turnaround times. This preliminary market engagement exercise is intended to assess supplier capabilities, interest and capacity to support this potential framework. The insights gathered will help shape the scope and structure of any future procurement exercise.

It is anticipated that the Framework will commence in 2025/26 calendar year, for 4-8 years.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=962211338>

## **Commercial tool**

Establishes an open framework

A series of frameworks with substantially the same terms. Awarded suppliers are carried over and new suppliers can bid.

## **Total value (estimated)**

- £6,400,000 excluding VAT
- £6,400,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 20 October 2025 to 18 October 2027
- Possible extension to 24 October 2033
- 8 years, 5 days

Description of possible extension:

Open Framework running initially until 2027, this will re-open every 2 years for new suppliers to apply.

## **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services

### **Contract locations**

- UK - United Kingdom

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## **Framework**

### **Open framework scheme end date (estimated)**

24 October 2033

### **Maximum number of suppliers**

13

### **Maximum percentage fee charged to suppliers**

0%

### **Framework operation description**

5-10 freelancers to call off (on ad hoc basis)

2-3 retained agencies

(This is estimated by WRAP and may be subject to change).

### **Award method when using the framework**

Either with or without competition

### **Contracting authorities that may use the framework**

Establishing party only

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## **Participation**

### **Legal and financial capacity conditions of participation**

Per due diligence questions in the selection questionnaire

### **Technical ability conditions of participation**

Appropriate experience as laid out in tender documents

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

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

21 July 2025

**Enquiry deadline**

28 July 2025, 11:45pm

**Tender submission deadline**

15 August 2025, 11:45pm

**Submission address and any special instructions**

93URE7257H

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

**Award decision date (estimated)**

6 October 2025

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## Award criteria

Name	Type	Weighting
Written Proposal	Quality	65%
Day rates and any other pricing structures associated with the Framework agreement.	Price	25%
Social value (10%)	Quality	10%

## Procedure

### Procedure type

Open procedure

## Contracting authority

### Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court

Banbury

OX16 0AH

United Kingdom

Contact name: Hannah Russell

Telephone: 01295 819900

Email: [procurement@wrap.ngo](mailto:procurement@wrap.ngo)

Region: UKJ14 - Oxfordshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)