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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

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

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)

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

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

Region: UKJ14 - Oxfordshire

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