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Tender

FRA079 Marketing Services Framework

Waste & Resources Action Programme

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-039569

Procurement identifier (OCID): ocids-h6vhtk-055e66

Published 14 July 2025, 12:06pm

Scope

Description

The work sitting underneath the Marketing and Campaigns programme is an integral part of our citizen engagement and behaviour change delivery at WRAP; empowering citizens to take action - creating real, sustainable behaviour change in the communities we work in, with and for. Working with governments, businesses and citizens, we take a holistic approach; gather and consider the evidence, collaborate with all partners in the system and propose circular solutions that work together and across the supply chain to protect and restore our natural world.

Our Strategy to 2030 is focused on driving systemic change more rapidly and efficiently - this can only be achieved by growing influence with partners, so that they are set up to deliver more impact. WRAP works with business, governments, institutions and philanthropy through voluntary sector agreements, partnerships and one on one support to drive impactful policy and action-based change.

Our plans at the highest level include:

Driving the adoption of the circular living

Increasing producer responsibility for products and packaging

Facilitating collaboration

Influencing policy and regulation

Inspiring more behaviour change

Our aim is to be a global leader in circular living, through reducing the impact of plastics, packaging and textiles. We are committed to helping citizens live a more sustainable lifestyle. Based on robust insight and research, we develop, pilot, deliver and evaluate behaviour change programmes to help citizens live a more sustainable lifestyle. Our consumer campaigns empower individuals to act, through inspiring messages and practical advice. We have embraced the power of social media and use channels which resonate most with hard-to-reach audiences, measuring and monitoring traffic on a regular basis.

This framework will support this citizen engagement and behaviour change work.

The objective of this framework is to provide high quality creative and marketing support in these areas to maximise our impact and achieve this vision.

The Procurement Act 2023 (Act) defines a framework as a: 'contract between a contracting authority and one or more suppliers that provides for the future award of contracts by a contracting authority to the supplier or suppliers.' (section 45(2)). This means that a framework sets out the provisions under which future contracts for the supply of goods, services and/or works are to be awarded. The Act defines an open framework as a: 'scheme of frameworks that provides for the award of successive frameworks on substantially the same terms.

This Framework Agreement will be an Open Framework and will operate for a maximum of 8 years. A new procurement exercise will be run prior to each 2-year re-opening window to allow for new suppliers to apply. Existing suppliers will remain on the Framework for the full duration, subject to performance and continued eligibility. Re-openings will be conducted via a new procurement process under the Open Framework provisions of the Procurement Act 2023.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Banbury:-Marketing-services./U3CQQT84VS>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/U3CQQT84VS>

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 24 October 2033
- 8 years, 5 days

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

Unlimited

Maximum percentage fee charged to suppliers

0%

Framework operation description

Assignments may be awarded by direct award if the value of the brief is less than £30k.

We will implement a hybrid ranked / unranked Direct Award approach, allowing the Project Team to allocate awards based on specific project needs, as well as a predetermined ranking, if required. This method ensures flexibility and responsiveness to unique project requirements.

To maintain fairness and transparency, each award decision will be thoroughly justified based on criteria which can be seen in the ITT.

Mini Competition / Invitation to Further Competition

When a mini competition is carried out, all suppliers within the relevant Lot will be invited to bid for the requirement.

Suppliers will be evaluated against the criteria included in the mini competition documents and the highest scoring supplier will be awarded the contract.

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 checks as part of the supplier questionnaire.

Technical ability conditions of participation

Detailed in tender documents.

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

28 July 2025, 11:45pm

Tender submission deadline

8 August 2025, 11:45pm

Submission address and any special instructions

<https://www.delta-esourcing.com/respond/U3CQQT84VS>

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%
Cost / Price	Price	25%
Social value	Quality	10%

Other information

Payment terms

Standard terms per WRAP's terms and conditions

Description of risks to contract performance

Dates may be subject to change

Spend per year is an estimate only

WRAP cannot guarantee a specific number of call offs/awards of work.

Reasonable small changes to scope may apply

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

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Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government