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Award

## **Video Content for Recycle Week**

WRAP (Waste and Resources Action Programme)

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-044881

Procurement identifier (OCID): ocds-h6vhtk-056a85

Published 31 July 2025, 4:05pm

## **Scope**

## **Reference**

CRU004-001

## **Description**

Due to the large market and short time frames we carried out a selected tender to three known marketing agencies to receive competitive quotes for this tender. WRAP required help to develop an idea that breaks new ground for the Recycle Week campaign this year, and expertise in production to bring this idea to life in engaging video content.

We will be focusing media spend on digital channels and are engaging a media agency to help plan/buy for us. Whilst exact channel selection at this stage is tbc pending their strategy, we do know social channels will form a large part of the mix. So the content created should be designed to work effectively on these channels.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=969988694>

## **Contract 1**

### **Supplier**

- Among Equals

### **Contract value**

- £24,630 including VAT

Below the relevant threshold

### **Award decision date**

29 July 2025

### **Earliest date the contract will be signed**

1 August 2025

### **Contract dates (estimated)**

- 2 August 2025 to 31 October 2025
- 2 months, 30 days

## **Main procurement category**

Services

## **CPV classifications**

- 79342100 - Direct marketing services

## **Contract locations**

- UK - United Kingdom

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## **Information about tenders**

- 3 tenders received
- 3 tenders assessed in the final stage:
  - 3 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

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## **Procedure**

### **Procedure type**

Below threshold - limited competition

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## Supplier

### Among Equals

1st & 2nd Floor, 28 Cowper Street, 19 George Street

London

EC2A 4AS

United Kingdom

Contact name: Emily Jeffrey-Barrett

Telephone: 01295819900

Email: [emily@amongequals.co](mailto:emily@amongequals.co)

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

**WRAP (Waste and Resources Action Programme)**

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

United Kingdom

Contact name: Amy Hands

Telephone: 01295819900

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

Region: UKJ14 - Oxfordshire

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