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Contract

## **Campaign Solutions Agency**

Department of health and social care

F03: Contract award notice

Notice identifier: 2021/S 000-000916

Procurement identifier (OCID): ocds-h6vhtk-003ab3-integration

Published 22 March 2021, 2:29pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Department of health and social care

39 Victoria Street

London

SW1H 0EU

#### **Email**

[procurement.operations@dhsc.gov.uk](mailto:procurement.operations@dhsc.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKI32 - Westminster

#### **Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

#### **I.4) Type of the contracting authority**

Ministry or any other national or federal authority

#### **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Campaign Solutions Agency

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Department for Health and Social Care (DHSC) requires a marketing and communications agency and/or agency consortia to deliver a range of campaigns across its remit. With the publication of the NHS Long Term Plan at the beginning of this year and the forthcoming Social Care Green Paper, the department has an increasing need to build its marketing capability to:- Raise awareness of new policies designed to help safeguard the NHS's future.- Improve awareness of specific actions the public can take to plan for their future care and make effective use of NHS services. This ranges from adoption of NHS innovations such as an App to planning for their future social care needs.- Drive recruitment into adult social care (ASC) and reduce vacanciesDHSC is looking for an innovative, cutting-edge communications agency and/or agency consortia with the expertise and passion to develop and deliver impactful, engaging and highly targeted campaigns. The successful agency(ies) will work in partnership with DHSC to deliver an agile and truly integrated communications service able to seamlessly move between paid for, earned and owned communications; as well as national to local, to maximise audience impact and engagement, as well as value.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKD33 - Manchester

#### **II.2.4) Description of the procurement**

The Department for Health and Social Care (DHSC) requires a marketing and communications agency and/or agency consortia to deliver a range of campaigns across its remit. With the publication of the NHS Long Term Plan at the beginning of this year and the forthcoming Social Care Green Paper, the department has an increasing need to build its marketing capability to:- Raise awareness of new policies designed to help safeguard the NHS's future.- Improve awareness of specific actions the public can take to plan for their future care and make effective use of NHS services. This ranges from adoption of NHS innovations such as an App to planning for their future social care needs.- Drive recruitment into adult social care (ASC) and reduce vacanciesDHSC is looking for an innovative, cutting-edge communications agency and/or agency consortia with the expertise and passion to develop and deliver impactful, engaging and highly targeted campaigns. The successful agency(ies) will work in partnership with DHSC to deliver an agile and truly integrated communications service able to seamlessly move between paid for, earned and owned communications; as well as national to local, to maximise audience impact and engagement, as well as value.

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the setting up of a dynamic purchasing system

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2019/S 067-157231](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

17 March 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

THINK EMPLOYMENT LIMITED

Rooms 1.01 to 1.03 Clarence Arcade

Ashton-under-Lyne

OL6 7LT

Country

United Kingdom

NUTS code

- UKD35 - Greater Manchester South East

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £1,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Country

United Kingdom