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Contract

Campaign Solutions Agency

Department of health and social care

F03: Contract award notice

Notice identifier: 2021/S 000-000917

Procurement identifier (OCID): ocds-h6vhtk-003ab4-integration

Published 22 March 2021, 4:30pm

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

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

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

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](#)

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

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