

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/000826-2023>

Contract

## **On Call Marketing, Recruitment and Retention Project**

Hereford & Worcester Fire & Rescue Service

F03: Contract award notice

Notice identifier: 2023/S 000-000826

Procurement identifier (OCID): ocids-h6vhtk-03969a

Published 11 January 2023, 2:14pm

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

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

Hereford & Worcester Fire & Rescue Service

Hindlip Park

WORCESTER

WR38SP

#### **Contact**

Carly Ricco

#### **Email**

[cricco@hwfire.org.uk](mailto:cricco@hwfire.org.uk)

#### **Telephone**

+44 7824301446

#### **Country**

United Kingdom

**Region code**

UKG12 - Worcestershire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.hwfrs.org.uk>

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

Body governed by public law

**I.5) Main activity**

General public services

---

## **Section II: Object**

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

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

On Call Marketing, Recruitment and Retention Project

Reference number

HWFRS/149

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

- 79413000 - Marketing management consultancy services

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

Services

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

Hereford and Worcester Fire and Rescue Service (the Authority) is embarking on a project to explore a range of methods to increase the recruitment of On call firefighters into the service. As part of this, the Authority is looking to appoint a Professional Marketing Company to utilise their experience and access to resources in the private sector to assist in the rebranding, marketing and recruitment of On Call firefighters.

#### **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: £570,009

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

#### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKG1 - Herefordshire, Worcestershire and Warwickshire

Main site or place of performance

Herefordshire

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

Hereford and Worcester Fire and Rescue Service (the Authority) is embarking on a project to explore a range of methods to increase the recruitment of On call firefighters into the service. As part of this, the Authority is looking to appoint a Professional Marketing Company to utilise their experience and access to resources in the private sector to assist in the rebranding, marketing and recruitment of On Call firefighters.

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

Quality criterion - Name: Compliance with the specification / Weighting: 20%

Quality criterion - Name: Delivery/Implementation / Weighting: 25%

Quality criterion - Name: Documents/Reports / Weighting: 20%

Quality criterion - Name: Customer Service / Weighting: 10%

Quality criterion - Name: Presentations / Weighting: 5%

Price - Weighting: 20%

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

Options: Yes

Description of options

12months

---

## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Value

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

The procurement is covered by the Government Procurement Agreement: Yes

---

## **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 October 2022

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

Number of tenders received: 2

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

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

BFBS

Buckinghamshire

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

Companies House

00407270

The contractor is an SME

No

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

Total value of the contract/lot: £285,004

---

## **Section VI. Complementary information**

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

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

Hereford and Worcester Fire Authority

Worcester

Country

United Kingdom