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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): ocds-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

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