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Contract

## **20-278 Foster Carer Recruitment - Digital Marketing Services**

Rotherham MBC

F03: Contract award notice

Notice identifier: 2022/S 000-001471

Procurement identifier (OCID): ocds-h6vhtk-02af19

Published 18 January 2022, 1:54pm

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

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

Rotherham MBC

Riverside House, Main Street

Rotherham

S60 1AE

#### **Contact**

Ms Angela Wilson

#### **Email**

[angela-proc.wilson@rotherham.gov.uk](mailto:angela-proc.wilson@rotherham.gov.uk)

#### **Telephone**

+44 1709334551

#### **Country**

United Kingdom

**NUTS code**

UKE31 - Barnsley, Doncaster and Rotherham

**Internet address(es)**

Main address

<http://www.rotherham.gov.uk/>

Buyer's address

<http://www.rotherham.gov.uk/>

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

Regional or local 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**

20-278 Foster Carer Recruitment - Digital Marketing Services

Reference number

DN530964

**II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3) Type of contract**

Services

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

Foster Care Recruitment and associated Digital Marketing Services

#### **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: £1,000,000

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

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Rotherham Metropolitan Borough Council and the Fostering Service are committed to working with service users, carers, the wider community, and partner agencies to promote the welfare of the Looked After Children and improve their life chances by providing services

which:

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- Support families;
- Provide stable, safe effective alternative care at the right time and for the right length of time and which are responsive to individual needs, circumstances and choice;
- Maintain wherever possible continuity of educational provision.
- .

In meeting these aims and objectives, Rotherham Metropolitan Borough Council will work to

secure 'sufficient accommodation' as required by Section 22G of the Children Act, 1989 (as

inserted by the Children and Young People Act, 2008) which places a general duty on Local

Authorities to secure sufficient accommodation within their boundaries to meet the needs of

Looked After Children.

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To meet the sufficiency challenge in Rotherham and to provide a more balanced and sustainable placement mix we are investing in a Digital Marketing Service to increase the amount of in-house Foster Carers within RMBC.

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Our vision is to recruit an additional 45 Foster Carers a year with the Foster Carer

Recruitment – Digital Marketing Service being central to helping us achieve this; working in

close partnership with the Rotherham Fostering Service and key stakeholders across RMBC.

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The aim of the service is:

- increase the amount of approved Foster Carers for RMBC to meet current and future sufficiency requirements for looked after children

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The objective of the service is to:

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- develop and deliver a marketing and engagement strategy utilising a range of media

channels to create a broad pipeline of prospective Foster Carers for Rotherham.

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- Provide marketing and data insight and expertise to support the existing Fostering Service,

supporting the development of a clear evidence-based Foster Carer recruitment journey

On that note RMBC are looking to tender for these services.

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It is anticipated that the contract will commence on 01/04/2022 and will run for a period of three years making the expiry date 31/03/2025. The contract will have an option to extend by up to a further two years in any number or combination of extensions at the sole discretion

of the Council, making the latest possible expiry date 31/03/2027.

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

Quality criterion - Name: Quality & Social Value / Weighting: 70

Price - Weighting: 30

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

Options: Yes

Description of options

The contract has 2 x 12 month extension options subsequent to the initial 3 year term.

#### **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**

Open procedure

#### **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: [2021/S 000-018552](#)

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

### **Contract No**

20-278

A contract/lot is awarded: Yes

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

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

10 January 2022

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

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

Brightsparks Agency Limited

York

YO31 7EB

Country

United Kingdom

NUTS code

- UKE31 - Barnsley, Doncaster and Rotherham

The contractor is an SME

Yes

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

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

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## **Section VI. Complementary information**

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

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

Rotherham Metropolitan Borough Council

Riverside House, Main Street

Rotherham

S60 1AW

Country

United Kingdom

Internet address

<https://www.rotherham.gov.uk/>

