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Planning

Non-digital support for the Apprenticeship Support and Knowledge (ASK) for Schools

Department for Education

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-003146

Procurement identifier (OCID): ocds-h6vhtk-0293b1

Published 16 February 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

Department for Education

Sanctuary Buildings, 20, Great Smith Street

London

SW1P 3BT

Email

Emma.REDFERN-ROBINSON@education.gov.uk

Telephone

+44 00000000

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

www.gov.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

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

Non-digital support for the Apprenticeship Support and Knowledge (ASK) for Schools

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The ASK Programme, and the Services to be procured, continue to be key channels for the Fire it Up campaign, especially for activities aimed at young people and their influencers. Resources produced through this Service will carry key communication and messaging from the national campaign and will be adapted to make them more relevant

for our schools` audience. Schools use these services as a reference to find out more about apprenticeships and employer vacancies.

Although the face-to-face services are successful in engaging with schools and teachers, the website and online resources provide additional support for schools/colleges who wish to find out more about apprenticeships. Schools who may not have engaged with the ASK Programme will have seen, and had access to, the resources that have been and will be developed as part of this contract.

II.1.5) Estimated total value

Value excluding VAT: £1

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79530000 - Translation services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

Current arrangements have included:

The development and updating of online resources, including:

- 40 new posters (2 x poster packs of 20 posters each) for schools
- 20 vlogs (video case studies) of Apprentice Ambassadors
- Development of National Apprenticeship Week toolkit for ASK delivery providers
- Apprenticeship Activity Pack for schools
- Apprenticeship Activity Pack for FE colleges
- Monthly resources for parents including practical steps to support their son/daughter to

access an apprenticeship

- Translation of parent resources into community languages
- Apprenticeship Application Pack for use in ASK sessions in schools
- Update and further develop the ASK central slide decks for use by ASK delivery partners in line with Apprenticeship branding
- Fully develop and test the Key Stage 3 offer for 2019/20 working in partnership with schools, partners and stakeholders to create and communicate an offer to support students in years 7, 8 and 9.

Examples of the resources can be found on the current website:

<https://amazingapprenticeships.com/>

II.2.14) Additional information

A market engagement session will take place via MS Teams on 23rd February 2021 at 11am. If you would like to attend, please email claire.cummings@education.gov.uk for joining details.

II.3) Estimated date of publication of contract notice

16 February 2021

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes