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Tender

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

Department for Education

F02: Contract notice

Notice identifier: 2021/S 000-003961

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

Published 26 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

angela.askew@education.gov.uk

Telephone

+44 000000000

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

www.Gov.UK

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://education.app.jaggaer.com/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://education.app.jaggaer.com/web/login.html>

Tenders or requests to participate must be submitted to 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 Apprenticeship Support and Knowledge (ASK)

II.1.2) Main CPV code

- 79340000 - Advertising and marketing 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

Main site or place of performance

Remote -anywhere in the UK

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.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 August 2021

End date

31 July 2022

This contract is subject to renewal

Yes

Description of renewals

Initial 1 year term with potential to extend for a maximum of two further 1 year terms at the Department's discretion.

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-003146](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

6 April 2021

Local time

9:00am

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 1 August 2021

IV.2.7) Conditions for opening of tenders

Date

6 April 2021

Local time

9:01am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

Department for Education

London

Country

United Kingdom