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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](mailto:angela.askew@education.gov.uk)

#### **Telephone**

+44 00000000

#### **Country**

United Kingdom

#### **NUTS code**

UK - UNITED KINGDOM

**Internet address(es)**

Main address

[www.Gov.UK](http://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

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## **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

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## **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

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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: 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

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**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