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Planning

PR, Media, Public Affairs and Crisis Management Services

Ormiston Academies Trust

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-004762

Procurement identifier (OCID): ocids-h6vhtk-03a625

Published 16 February 2023, 12:48pm

Section I: Contracting authority

I.1) Name and addresses

Ormiston Academies Trust

One Victoria Square

Birmingham

B1 1BD

Contact

Procurement Team

Email

procurement@ormistonacademies.co.uk

Telephone

+44 1212365100

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

<http://www.ormistonacademiestrust.co.uk>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR, Media, Public Affairs and Crisis Management Services

II.1.2) Main CPV code

- 79430000 - Crisis management services

II.1.3) Type of contract

Services

II.1.4) Short description

Background

Ormiston Academies Trust (OAT) is one of the largest not-for-profit multi-academy trusts in England. The aim as a charity, alongside the schools, is to help provide local children with a great education. The trust educates over 30,000 pupils across five OAT regions in over 40 schools – currently 32 secondary schools, six primary schools, four alternative provision schools and one special school. OAT is one of the longest established trusts and have been sponsoring academies since 2009. Its sole purpose is to provide OAT pupils with excellent learning opportunities inside and outside the classroom.

The aim of the contract would be to secure expertise and capacity in press, public affairs and crisis management for the trust, supporting all schools and the central (head office) team.

The trust has a very small marketing and communications team that supports our teams and schools with external communications, internal communications, design, marketing campaigns, events, online presence (websites) and social media. The role of this provider would be to supplement the team's offer (as an extending communications team) with senior level expertise, advice and support, with a flexible response that would not be cost-effective to provide in-house. They will know and have worked within the education and skills sector (at a high level) and maintain good working relationships with government and wider.

Scope of Service

Ormiston Academies Trust (OAT) is considering making use of a specialist supplier to support in the following areas

- National Impact
- Corporate Marketing and Management
- Crisis management
- School Support

OAT anticipates suppliers will have:

- Extensive connections across government and wider with specific expertise and experience working within education and skills sectors.
- Ability to manage the media proactively and reactively to ensure reporting is fair and accurate.
- Ability to support organisations to achieve impact goals through media and public affairs activity.
- Crisis management that successfully defuses situations in the media and on social and delivers clear and timely communications in a volatile environment.
- Strong relations with local, regional and national media and stakeholders in relevant parts of the country for OAT schools that builds reputation and support for organisations within their immediate and wider community.

Our initial proposal is a contract duration between 3 to 5 years.

Suppliers are asked to complete the Supplier Engagement Questionnaire attached and return to procurement@ormistonacademies.co.uk by 5pm UK time on 10th March 2023.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79430000 - Crisis management services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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II.3) Estimated date of publication of contract notice

1 May 2023

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: No

Section VI. Complementary information

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=228727.

(MT Ref:228727)

