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Contract

## **Teacher Recruitment Marketing - Get Into Teaching Media Planning**

Department for Education

F03: Contract award notice

Notice identifier: 2021/S 000-005128

Procurement identifier (OCID): ocds-h6vhtk-029b79

Published 12 March 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**

[ayed.galeb@education.gov.uk](mailto:ayed.galeb@education.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - UNITED KINGDOM

#### **Internet address(es)**

Main address

<https://education.app.jaggaer.com/>

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

Ministry or any other national or federal authority

#### **I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Teacher Recruitment Marketing - Get Into Teaching Media Planning

#### **II.1.2) Main CPV code**

- 800000000 - Education and training services

#### **II.1.3) Type of contract**

Services

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

Teacher Recruitment Marketing - Get Into Teaching Media Planning

#### **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: £441,879

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

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

NUTS codes

- UK - UNITED KINGDOM

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

Teacher Recruitment Marketing - Get Into Teaching Media Planning

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

Price

#### **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 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: [2016/S 170-306636](#)

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

### **Contract No**

con\_7543

### **Title**

Teacher Recruitment Marketing - Get Into Teaching Media Planning

A contract/lot is awarded: Yes

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

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

5 March 2021

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

Number of tenders received: 1

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

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

Wavemaker Ltd

Sea Containers, 18 Upper Ground

London

SE1 9ET

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £441,879

Total value of the contract/lot: £441,879

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### **Section VI. Complementary information**

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

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

Department for Education

London

Country

United Kingdom