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Contract

## **Advertising of Statutory Public Notices - Call-off from YPO Local Government Resourcing Partnership (LGRP) Framework Agreement 1030 Lot 4**

Staffordshire County Council

F03: Contract award notice

Notice identifier: 2025/S 000-007681

Procurement identifier (OCID): ocds-h6vhtk-04e903

Published 3 March 2025, 2:40pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Staffordshire County Council

1 Staffordshire Place, Tipping Street,

Stafford

ST162DH

#### **Contact**

Nathaniel Taylor

#### **Email**

[nathaniel.taylor@staffordshire.gov.uk](mailto:nathaniel.taylor@staffordshire.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKG24 - Staffordshire CC

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.staffordshire.gov.uk/Homepage.aspx>

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

Regional or local 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**

Advertising of Statutory Public Notices - Call-off from YPO Local Government Resourcing Partnership (LGRP) Framework Agreement 1030 Lot 4

Reference number

IA3462

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

- 79341200 - Advertising management services

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

Services

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

The requirement is for a broad range of services in terms of public notices advertising. Several approaches may be required in order to publish statutory notices.

This may include, but is not limited to:

- Printed press (local/regional newspapers)
- Digital Media; and
- Any other media channel as specified by the Customer.

All methods must be compliant with the relevant legislation. Service Providers should also be able to adapt to new innovative methods, in the event that these become available.

Service Providers should be able to deliver the following services:

- Media planning and buying
- Production (including proof reading, copy editing, copywriting and typesetting)
- Advice provision on media topics (such as advertising strategies, search engine optimisation and web-based services, etc.)

- Provision of suitable electronic systems to assist in the management of the Council's advertising requirements (e.g. by allowing the Council to keep track of orders and to transmit, receive and edit copy via secure connection)
- The development and correct use of the Council's branding; and
- Advice provision on methods to further improve effectiveness and value for money in the advertising function, including using budgets to best effect, etc.

#### **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: £900,000

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

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

NUTS codes

- UKG24 - Staffordshire CC

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

This procurement fulfils SCC's statutory requirement to serve notice to Staffordshire residents regarding upcoming disruption to local roads.

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

Price

#### **II.2.11) Information about options**

Options: Yes

Description of options

The contract is awarded to an initial term of 36 months with the option to extend by a further 12 months.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The required lot in LGRP Framework has two suppliers awarded to it. As the statutory requirements are strict regarding when and where etc the notices required advertising, there was little to no additional value to be achieved. The call-off contract is awarded solely on price and the selected supplier was the cheapest for the required service.

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

The procurement is covered by the Government Procurement Agreement: No

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

### **Contract No**

IA3462

### **Title**

Advertising of Statutory Public Notices - Call-off from YPO Local Government Resourcing Partnership (LGRP) Framework Agreement 1030 Lot 4

A contract/lot is awarded: Yes

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

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

27 February 2025

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

Number of tenders received: 2

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

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

TMP Worldwide (UK) LTD

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

05648039

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £900,000

Total value of the contract/lot: £900,000

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## **Section VI. Complementary information**

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

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

Crown Commercial Service

London

Country

United Kingdom