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Tender

## Youth Marketing

The Prince's Trust

F02: Contract notice

Notice identifier: 2022/S 000-012455

Procurement identifier (OCID): ocds-h6vhtk-033745

Published 13 May 2022, 10:57am

The closing date and time has been changed to:

**8 June 2022, 12:00pm**

See the [change notice](#).

## Section I: Contracting authority

### I.1) Name and addresses

The Prince's Trust

Prince's Trust House, 9 Eldon Street

London

EC2M 7LS

#### Email

[anne-marie.cooper@princes-trust.org.uk](mailto:anne-marie.cooper@princes-trust.org.uk)

#### Telephone

+44 800842842

**Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

<http://www.princes-trust.org.uk>

Buyer's address

<http://www.princes-trust.org.uk>

**I.3) Communication**

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

<https://suppliers.multiquote.com>

Additional information can be obtained from another address:

The Prince's Trust

Prince's Trust House, 9 Eldon Street

London

EC2M 7LS

**Email**

[anne-marie.cooper@princes-trust.org.uk](mailto:anne-marie.cooper@princes-trust.org.uk)

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**Internet address(es)**

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Buyer's address

<http://www.princes-trust.org.uk>

Tenders or requests to participate must be submitted electronically via

<https://suppliers.multiquote.com>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

Youth Marketing

Reference number

CA10504 -

**II.1.2) Main CPV code**

- 79342000 - Marketing services

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

Services

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

Marketing Campaigns to recruit young people

### **II.1.5) Estimated total value**

Value excluding VAT: £550,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

In 22/23 The Prince's Trust national Youth Marketing team is responsible for recruiting 21,388 disadvantaged young people onto programmes by directly targeting 16 to 30-year olds, parents, guardians, teachers and referrers (such as Job Centres, social workers and youth outreach workers).

To achieve this, the Youth Marketing team is dialing up its efforts by running a blend of national and regional marketing campaigns to reach young people, including those from specific backgrounds, to inspire them to join our programmes. This contract is expected to last two years with the option of a further two year's extension.

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

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

**II.2.6) Estimated value**

Value excluding VAT: £550,000

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

Duration in months

61

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: Yes

Description of options

61 month(s) from the commencement date, with 25 initial month(s) and option to extend 3x12 month(s)

**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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

See guidance in published tender specification.

#### **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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

See guidance in published tender specification.

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## **Section IV. Procedure**

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

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

Open procedure

Accelerated procedure

Justification:

Internal campaigns dictate slightly reduced timeframe.

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

Originally published as:

Date

6 June 2022

Local time

12:00pm

Changed to:

Date

8 June 2022

Local time

12:00pm

See the [change notice](#).

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

6 June 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic payment will be used

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

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

The Prince's Trust

Beehive Mill, Jersey Street

Manchester

M4 6JG

Email

[graham.proudfoot@princes-trust.co.uk](mailto:graham.proudfoot@princes-trust.co.uk)

Country

United Kingdom