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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

Telephone

+44 800842842

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.princes-trust.org.uk

Buyer's address

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

Telephone

+44 800842842

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United Kingdom

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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

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

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.

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

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

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graham.proudfoot@princes-trust.co.uk

Country

United Kingdom