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Planning

Education Recruitment Advertising and Resourcing Services (NERARS)

Southern Universities Management Services (SUMS)

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-012604

Procurement identifier (OCID): ocds-h6vhtk-064e5b

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Scope

Reference

PFB4064 SU

Description

The Education Recruitment Advertising and Resourcing Services Framework Agreement supports the public sector with education recruitment advertising and resourcing as well as student recruitment advertising. The current framework is made up of 2 lots as described below; Lot 1 - Education Recruitment Advertising & Resourcing Education Recruitment Advertising and Resourcing which range from all types of advertising services including recruitment of staff, advertisement creation and production, type setting and copy writing, media buying, art direction, brand management and where required full creative services for new advertising campaigns. Lot 2 - Student Recruitment Marketing Student Recruitment Advertising marketing to attract UK and overseas students and is focussed on media buying and advertisement placement.

Commercial tool

Establishes a framework

Total value (estimated)

- £120,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 March 2027 to 28 February 2030
- Possible extension to 28 February 2031
- 4 years

Main procurement category

Services

Additional procurement category

Goods

CPV classifications

- 79340000 - Advertising and marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79300000 - Market and economic research; polling and statistics

- 79310000 - Market research services
- 79320000 - Public-opinion polling services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79341500 - Aeral advertising services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79342300 - Customer services
- 79342310 - Customer survey services
- 79342311 - Customer satisfaction survey
- 79342320 - Customer-care services
- 79342400 - Auction services
- 79342410 - Electronic auction services
- 79600000 - Recruitment services
- 79800000 - Printing and related services
- 79810000 - Printing services
- 79811000 - Digital printing services
- 79820000 - Services related to printing
- 79821000 - Print finishing services
- 79821100 - Proofreading services

- 79822000 - Composition services
- 79822500 - Graphic design services
- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services
- 79900000 - Miscellaneous business and business-related services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

30 April 2026

Engagement process description

SUPC are looking to conduct Pre Market Engagement for the re-tender of the Education Recruitment Advertising and Resourcing Services (NERARS) Framework Agreement. The framework supports the public sector with education recruitment advertising and Resourcing as well as student recruitment advertising. The purpose of the PME is to understand different commercial models that we could use to make informed decisions to assist the pricing model and specification for the new iteration of the framework. We would like feedback to gain a better understanding of how you manage your prices, what you think works well, what you have seen that works well on other tenders/frameworks and what you would like to see on the new iteration of the framework. A market engagement questionnaire has been created for all who are interested to express interest, provide feedback on the current structure and provide valuable insights that will help shape the next framework. The link for the survey can be found at; <https://forms.office.com/e/EfVpuqWGk9> (alternatively the link to the survey can be found

in the document attached to this notice) If required, SUPC might request a follow up meeting with the supplier to discuss their survey response in more detail. The deadline for responses to the survey is 27th February 2026. Disclaimer This Pre-Market Engagement is intended solely to gather market insights and inform future scoping for the potential framework. It does not represent a solicitation, request for proposal, or commitment to proceed with any procurement process. No contractual or financial obligations arise from participation in this engagement. All decisions remain subject to internal approvals and applicable policies. Non-Commitment: This is not a tender and does not guarantee a future procurement. No Advantage/Disadvantage: Engagement (or lack of) does not influence any subsequent tender evaluation. Engagement also does not guarantee participation in the procurement process. Accuracy Liability: The information provided is for market research only Rights Reserved: SUPC reserve the right to change the process or abandon the procurement altogether, should they wish to.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

16 June 2026

Contracting authority

Southern Universities Management Services (SUMS)

- Public Procurement Organisation Number: PZZN-4928-CWMD

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Organisation type: Public authority - sub-central government