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Planning

## **3A\_24 Advertising Solutions**

ESPO

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-014717

Procurement identifier (OCID): ocids-h6vhtk-045809

Published 8 May 2024, 3:37pm

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

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

ESPO

Barnsdale Way, Grove Park, Enderby

LEICESTER

LE19 1ES

#### **Contact**

Corporate Solutions Procurement Team

#### **Email**

[tenders@espo.org](mailto:tenders@espo.org)

#### **Country**

United Kingdom

#### **Region code**

UKF22 - Leicestershire CC and Rutland

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.espo.org/>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://www.eastmidstenders.org/>

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

Other activity

Local Authority Services

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

3A\_24 Advertising Solutions

Reference number

3A\_24

#### II.1.2) Main CPV code

- 79341000 - Advertising services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

This is a Prior Information Notice where the tender documentation is not yet available. However, interest in this opportunity (Expressions of interest) can still be registered (see below on details of how to complete).

A national framework that will cover a range of advertising relevant to the public sector, including recruitment, public notices and advertising campaigns, Student Marketing, Public Relations services and Management of Commercial Advertising Space.

The lot structure of this framework is indicative at this time and has yet to be finalised.

The duration of the framework agreement is expected to be for 2 years (24 months), with the option to extend for up to a further 2 years (24 months). The total estimated value stated includes the option period.

To express an interest:

(a) Go to <https://www.eastmidstenders.org/>; (b) Register (if not already registered on ProContract); (c) Search for tender opportunity '3A\_24' (via "View Opportunities" from the 'EastMidsTenders' Portal); d) Express an interest.

#### II.1.5) Estimated total value

Value excluding VAT: £100,000,000

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

This contract is divided into lots: Yes

## **II.2) Description**

### **II.2.1) Title**

Lot 1 - Recruitment Advertising & Related Services

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79600000 - Recruitment services

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

NUTS codes

- UK - United Kingdom

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

This lot is for customers seeking a broad range of services in terms of recruitment advertising, employer branding and other resourcing related marketing services.

## **II.2) Description**

### **II.2.1) Title**

Lot 2 - Public Notices

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 22462000 - Advertising material

- 79340000 - Advertising and marketing services

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

NUTS codes

- UK - United Kingdom

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

This lot is for customers seeking services in terms of public notices advertising.

## **II.2) Description**

### **II.2.1) Title**

Lot 3 - Campaign Advertising & Related Services

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79600000 - Recruitment services

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

NUTS codes

- UK - United Kingdom

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

This lot is for customers seeking a broad range of services in terms of campaign and media related advertising. The type of campaigns in which customers may be looking to advertise may be broad and diverse.

## **II.2) Description**

### **II.2.1) Title**

Lot 4 - Student Marketing

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 22462000 - Advertising material
- 79340000 - Advertising and marketing services

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

NUTS codes

- UK - United Kingdom

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

This lot is for customers seeking a broad range of services in terms of student attraction/recruitment advertising, customer branding and other related marketing services.

## **II.2) Description**

### **II.2.1) Title**

Lot 5 - Public Relations Services

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services

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

NUTS codes

- UK - United Kingdom

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

This lot is for customers seeking a broad range of services in terms of public relations services. The main objectives for customers will be to receive support and advice on building, maintaining, enhancing and protecting reputation, trust and credibility with stakeholders and audiences of strategic importance.

## **II.2) Description**

### **II.2.1) Title**

Lot 6 - Management of Commercial Advertising Space

Lot No

6

### **II.2.2) Additional CPV code(s)**

- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79600000 - Recruitment services

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

NUTS codes

- UK - United Kingdom

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

Customers will require a service provider to manage advertising and/or sponsorship arrangements on physical spaces and assets identified by the customer.

Service providers will source suitable advertisers or sponsors to display approved signage, acknowledging their sponsorship (if required), on the customer space. In return the advertiser/sponsor will pay a fee to the service provider, out of which the customer will receive an agreed income.

## **II.2) Description**

### **II.2.1) Title**

Lot 7 - eRecruitment & Related Systems

Lot No

7

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems

- 72000000 - IT services: consulting, software development, Internet and support
- 79600000 - Recruitment services

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

NUTS codes

- UK - United Kingdom

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

Customers will require a service provider to provide a cloud-based recruitment software, web-based resources and other technology to find, attract, interview and hire new personnel.

### **II.3) Estimated date of publication of contract notice**

7 June 2024

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## **Section IV. Procedure**

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

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

The procurement is covered by the Government Procurement Agreement: Yes



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## Section VI. Complementary information

### VI.3) Additional information

As a Central Purchasing Body as defined in the Public Contracts Regulations 2015, the Framework Agreement is open for use by Public Bodies (defined at <https://www.espo.org/amfile/file/download/file/9608/>) that also fall into one of the following classifications of user throughout all administrative regions of the UK: Local Authorities; Educational Establishments (including Academies); Central Government Departments and Agencies; Police, Fire & Rescue and Coastguard Emergency Services; NHS and HSC Bodies, including Ambulance Services; Registered Charities; Registered Social Landlords; The Corporate Office of the House of Lords, The Corporate Officer of the House of Commons; or any public body established by or under the Scotland Act 1998 or any Act of the Scottish Parliament. Details of the classification of end user establishments and geographical areas are available at: <https://www.espo.org/legal>.

ESPO has established a commercial trading company, ESPO Trading Limited, whose target clients are third sector organisations such as national and local charities, public sector mutual organisations and other organisations involved in the delivery of services to or for the public sector. The successful Supplier may be asked to enter into an additional separate framework agreement (the Second Framework) with ESPO Trading Limited on materially similar terms to that found in the tender pack to be entered into by ESPO itself.

Any Second Framework agreement will be a purely commercial agreement and will, for the avoidance of doubt, not be governed by the Public Contract Regulations 2015 or other public procurement legislation. ESPO Trading Limited may enter into the second framework agreement with the successful supplier and make it available to third sector clients who themselves are not required to follow the Public Contracts Regulations 2015 or other public procurement legislation. Accordingly, this is provided for bidders information only.