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Tender

CP2212-22 - Recruitment Advertising Agency Provision

Devon County Council

F02: Contract notice

Notice identifier: 2022/S 000-015739

Procurement identifier (OCID): ocids-h6vhtk-034420

Published 8 June 2022, 11:25am

Section I: Contracting authority

I.1) Name and addresses

Devon County Council

County Hall, Topsham Road

Exeter

EX2 4QD

Contact

Miss Louise Baker

Email

procure@devon.gov.uk

Telephone

+44 1392383000

Country

United Kingdom

NUTS code

UKK4 - Devon

Internet address(es)

Main address

<http://www.devon.gov.uk>

Buyer's address

<https://www.supplyingthesouthwest.org.uk/>

I.3) Communication

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

<https://www.supplyingthesouthwest.org.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.supplyingthesouthwest.org.uk/>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CP2212-22 - Recruitment Advertising Agency Provision

Reference number

DN610296

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Council is seeking access to a broad range of services in relation to recruitment advertising, employer branding and other resourcing related marketing services, making use of various strategies to attract the most suitable applicants. This may include, but is not limited to:

- Digital & social media (search engine optimisation, programmatic advertising, social media content generation and management, paid social media advertising, performance-based advertising, on-line jobs boards, employer branded websites, job microsites, banners, buttons etc.)
- Training staff to manage social media accounts
- Billboards, digital screens, poster boards, exhibition stands
- Promotional advertising literature (brochures, flyers)
- Media channels (talent pools, network forms, career events, television, radio)
- Printed press
- Media planning and buying
- Developing and placing adverts both routine and creative and providing all services in

relation

to production and creative work

- Conduct media and recruitment research
- Employer branding strategy
- Design, specialist artwork and print work
- Proofreading, copywriting, and typesetting
- Account management
- Campaign management
- Monitoring and evaluation, campaign performance reporting
- Assisting with reach into groups that are typically under-represented
- Media advice on new innovative and emerging media
- Employee engagement and related activities
- Any other related activities

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKK4 - Devon
- UKK43 - Devon CC

II.2.4) Description of the procurement

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- Any other related activities

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Presentation / Weighting: 20

Price - Weighting: 30

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

This is likely to be renewed to enable a new contract to begin upon expiry of this contract in 2026.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

Date

13 July 2022

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

13 July 2022

Local time

1:10pm

Place

All bids will be electronically opened via Pro Contract

Information about authorised persons and opening procedure

Bids will be unsealed by the Legal Team and then opened by a member of Devon Procurement Service.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: It is new contract would be tendered every four years, dependant upon DCC requirements.

VI.4) Procedures for review

VI.4.1) Review body

Devon County Council

Exeter

EX2 4QD

Country

United Kingdom