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Tender

## **20-278 Foster Carer Recruitment - Digital Marketing Services**

Rotherham MBC

F02: Contract notice

Notice identifier: 2021/S 000-018552

Procurement identifier (OCID): ocids-h6vhtk-02af19

Published 3 August 2021, 10:49am

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

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

Rotherham MBC

Riverside House, Main Street

Rotherham

S60 1AE

#### **Contact**

Ms Angela Wilson

#### **Email**

[angela-proc.wilson@rotherham.gov.uk](mailto:angela-proc.wilson@rotherham.gov.uk)

#### **Telephone**

+44 1709334551

#### **Country**

United Kingdom

**NUTS code**

UKE31 - Barnsley, Doncaster and Rotherham

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

<https://procontract.due-north.com/Advert/Index?advertId=2983dfd5-88ce-eb11-810c-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=2983dfd5-88ce-eb11-810c-005056b64545>

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

#### **II.1.1) Title**

20-278 Foster Carer Recruitment - Digital Marketing Services

Reference number

DN530964

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

Foster Care Recruitment and associated Digital Marketing Services

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

Value excluding VAT: £1,000,000

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

This contract is divided into lots: No

### **II.2) Description**

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

- 85000000 - Health and social work services
- 98000000 - Other community, social and personal services

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

NUTS codes

- UKE31 - Barnsley, Doncaster and Rotherham

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

Rotherham Metropolitan Borough Council and the Fostering Service are committed to working with service users, carers, the wider community, and partner agencies to promote the welfare of the Looked After Children and improve their life chances by providing services

which:

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- Support families;
- Provide stable, safe effective alternative care at the right time and for the right length of time and which are responsive to individual needs, circumstances and choice;
- Maintain wherever possible continuity of educational provision.
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In meeting these aims and objectives, Rotherham Metropolitan Borough Council will work to secure 'sufficient accommodation' as required by Section 22G of the Children Act, 1989 (as inserted by the Children and Young People Act, 2008) which places a general duty on Local Authorities to secure sufficient accommodation within their boundaries to meet the needs of Looked After Children.

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To meet the sufficiency challenge in Rotherham and to provide a more balanced and sustainable placement mix we are investing in a Digital Marketing Service to increase the amount of in-house Foster Carers within RMBC.

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Our vision is to recruit an additional 45 Foster Carers a year with the Foster Carer Recruitment – Digital Marketing Service being central to helping us achieve this; working in close partnership with the Rotherham Fostering Service and key stakeholders across RMBC.

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The aim of the service is:

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- increase the amount of approved Foster Carers for RMBC to meet current and future sufficiency requirements for looked after children

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The objective of the service is to:

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- develop and deliver a marketing and engagement strategy utilising a range of media channels to create a broad pipeline of prospective Foster Carers for Rotherham.

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- Provide marketing and data insight and expertise to support the existing Fostering Service, supporting the development of a clear evidence-based Foster Carer recruitment journey

On that note RMBC are looking to tender for these services.

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It is anticipated that the contract will commence on 01/04/2022 and will run for a period of three years making the expiry date 31/03/2025. The contract will have an option to extend by up to a further two years in any number or combination of extensions at the sole discretion of the Council, making the latest possible expiry date 31/03/2027.

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Please note the following Important Dates.

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a) Deadline for receipt of tender clarifications in relation to the Contract Terms and Conditions 26/08//2021 Noon

b) Deadline for Clarifications in relation to all other clarifications including any in relation to Social Value 01/09/2021 Noon

c) Tender Return Date and Date for submission of the Social Value offer 14/09/2021 at 10:00am

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The tender documents are available from <https://www.yortender.co.uk> with reference DN530964.

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For support with registration on the YORtender website or if you are having difficulties accessing the documents through YORtender,

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If you experience technical issues surrounding the use of the YORtender system you should log a call with the system provider (ensuring you leave a contact phone number) at

<https://proactis.kayako.com.procontractv3/Core/Default/Index>

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Alternatively, you can contact the helpdesk at; email: [ProContractSuppliers@proactis.com](mailto:ProContractSuppliers@proactis.com) ; phone: 0330 005 0352. (Important note: the phone option must only be used in critical / time sensitive situations requiring resolution within 60 minutes).

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Should you experience technical issues or queries with using the Social Value Portal, (SVP), please contact the support team in one of the following ways;

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email: [support@socialvalueportal.com](mailto:support@socialvalueportal.com), or through the contact form. You can find the link to the form at the bottom of each page on the SVP, or visit [https://socialvalueportal.force.com/VF\\_Help](https://socialvalueportal.force.com/VF_Help).

To request access to this project on the Social Value Portal please click on the following link and complete the web form.

<https://socialvalueportal.force.com/supplieraccountregistration?svpprojectid=4J0-0000-OeNJA>

The support team will respond to your query as quickly as possible, but please allow up to one working day for a response.

## **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: £1,000,000

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

Start date

1 April 2022

End date

31 March 2025

This contract is subject to renewal

Yes

Description of renewals

The contract has up to 2 x 12 month optional extensions. Renewal there fore could commence as early as 1 April 2025 if the options to extend are not taken or as late as 1 April 2027 if the full 2 x 12 month extension options are taken.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

The contract has 2 x 12 month extension options subsequent to the initial 3 year term.

#### **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 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-010152](#)

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

Date

30 August 2021

Local time

12:00pm

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

English

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

Date

30 August 2021

Local time

12:00pm



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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

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

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

Rotherham Metropolitan Borough Council

Riverside House, Main Street

Rotherham

S60 1AW

Country

United Kingdom