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Contract

Youth Marketing

The Prince's Trust

F03: Contract award notice

Notice identifier: 2022/S 000-021022

Procurement identifier (OCID): ocids-h6vhtk-033745

Published 1 August 2022, 8:06pm

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.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.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1

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

Quality criterion - Name: as per published tender documents / Weighting: 70.00%

Cost criterion - Name: as per published tender documents / Weighting: 30.00%

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 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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-012455](#)

Section V. Award of contract

Contract No

CA10504

Title

Youth Marketing

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 August 2022

V.2.2) Information about tenders

Number of tenders received: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Unlimited Group

Unlimited House , 10 Great Pulteney Street

London

W1F9NB

Email

governmenttenders@unlimitedgroup.com

Telephone

+44 02073494000

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.unlimitedgroup.com>

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The Prince's Trust

Beehive Mill, Jersey Street

Manchester

M4 6JG

Email

graham.proudfoot@princes-trust.co.uk

Country

United Kingdom