

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/027130-2021>

Contract

Non-digital support for Apprenticeship Support and Knowledge (ASK)

Department for Education

F03: Contract award notice

Notice identifier: 2021/S 000-027130

Procurement identifier (OCID): ocds-h6vhtk-0293b1

Published 28 October 2021, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

Department for Education

Sanctuary Buildings, 20, Great Smith Street

London

SW1P 3BT

Email

Sourcing.HELP@education.gov.uk

Telephone

+44 000000000

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.gov.uk

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Non-digital support for Apprenticeship Support and Knowledge (ASK)

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Contract Award notice for the Non-digital support for ASK.

The ASK Programme, and this Service, continue to be key channels for the Fire it Up campaign, especially for activities aimed at young people and their influencers. Resources produced through this Service will carry key communication and messaging from the national campaign and will be adapted to make them more relevant for our schools' audience. Schools use these services as a reference to find out more about apprenticeships and employer vacancies.

Although the face-to-face services are successful in engaging with schools and teachers, the website and online resources provide additional support for schools/colleges who wish to find out more about apprenticeships. Schools who may not have engaged with the ASK Programme will have seen, and had access to, the resources that have been and will be developed as part of this contract.

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: £587,466

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Contract Award notice for the Non-digital support for ASK.

The ASK Programme, and this Service, continue to be key channels for the Fire it Up campaign, especially for activities aimed at young people and their influencers. Resources produced through this Service will carry key communication and messaging from the national campaign and will be adapted to make them more relevant for our schools' audience. Schools use these services as a reference to find out more about apprenticeships and employer vacancies.

Although the face-to-face services are successful in engaging with schools and teachers, the website and online resources provide additional support for schools/colleges who wish to find out more about apprenticeships. Schools who may not have engaged with the ASK Programme will have seen, and had access to, the resources that have been and will be developed as part of this contract.

II.2.5) Award criteria

Price

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-003961](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 August 2021

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Anna Morrison Consultancy Services Ltd

Hitchin

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £700,000

Total value of the contract/lot: £587,466

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Education & Skills Funding Agency

Coventry

Country

United Kingdom