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## Contract

# **Contract for the Provision of Recruitment Advertising - Call-off from YPO LGRP Framework Agreement 1030 - Lot 4 HR Marketing and Advertising**

Staffordshire County Council

F03: Contract award notice

Notice identifier: 2023/S 000-027195

Procurement identifier (OCID): ocds-h6vhtk-03fcac

Published 14 September 2023, 11:49am

## **Section I: Contracting authority**

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

Staffordshire County Council

Staffordshire Place

STAFFORD

ST16 2DH

### **Contact**

Nathaniel Taylor

### **Email**

[nathaniel.taylor@staffordshire.gov.uk](mailto:nathaniel.taylor@staffordshire.gov.uk)

### **Telephone**

+44 7970278825

**Country**

United Kingdom

**Region code**

UKG24 - Staffordshire CC

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.staffordshire.gov.uk/>

**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**

Contract for the Provision of Recruitment Advertising - Call-off from YPO LGRP Framework Agreement 1030 - Lot 4 HR Marketing and Advertising

Reference number

IA3079

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

- 79341000 - Advertising services

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

Services

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

Staffordshire County Council has had a steady recruitment requirement in place, so advertising activity has been consistent. The Council has been through some transformation in some areas of which has resulted in recruitment levels increasing over the last 12 months. Therefore, Staffordshire County Council requires a recruitment advertising agency to support in attracting diverse talent and developing its employer profile.

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

This contract is divided into lots: No

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

Lowest offer: £120,000 / Highest offer: £240,000 taken into consideration

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

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

NUTS codes

- UKG24 - Staffordshire CC

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

The Council estimates that it will recruit between 700-900 people externally on an annual basis across the organisation.

The Council currently employs over 5,000 people throughout Staffordshire and across the West Midlands, where its workforce is diverse covering five directorates with variety of professions.

Staffordshire County Council will make use of several approaches to attract the most suitable candidates. This may include, but is not limited to:

1. Printed press (Mainstream newspapers; local/ regional newspapers; specialist journals; trade magazines; etc.).
2. Digital Media (social media; search engine optimisation; on-line job boards; employer branded websites; job microsites; banners, buttons etc.).
3. Any other media channels as specified by the Customer (talent pools; network forums and career events; television; radio; etc.); and
4. A blended, multi-channel approach, combining elements of all the above.

## **II.2.5) Award criteria**

Price

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

Options: Yes

Description of options

The initial term of the contract will be for 2 years, 01 July 2023 to 30 June 2025, with 2 x 12 months optional extension periods ending 30 June 2024 & 30 June 2025 respectively.

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## **Section IV. Procedure**

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

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Staffordshire County Council accessed YPO's LGRP Framework Agreement 1030 which is fully compliant with PCR Regulations 2015. The needs of the organisation were analysed against the pricing schedules submitted by the tenderers and awarded fully on price.

#### **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 V. Award of contract**

### **Contract No**

IA3079

### **Title**

Contract for the Provision of Recruitment Advertising Call-off from YPO Local Government Resourcing Partnership Framework Agreement 1030 - Lot 4 HR Marketing and Advertising

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 June 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 1

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

**V.2.3) Name and address of the contractor**

Penna PLC

10 Bishops Square

London

E1 6EG

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

Companies House

01918150

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £240,000

Lowest offer: £120,000 / Highest offer: £240,000 taken into consideration

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## **Section VI. Complementary information**

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

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

Staffordshire County Council

Stafford

Country

United Kingdom