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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): ocids-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

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

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.

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Staffordshire County Council

Stafford

Country

United Kingdom