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Award

LinkedIn Licence Award

Ministry of Defence

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-031251

Procurement identifier (OCID): ocds-h6vhtk-037f3b

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Section I: Contracting authority/entity

I.1) Name and addresses

Ministry of Defence

65 Brown Street

Glasgow

G2 8EX

Contact

Jonathan McNiven

Email

jonathan.mcniven101@mod.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.gov.uk/government/organisations/ministry-of-defence

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Defence

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

LinkedIn Licence Award

II.1.2) Main CPV code

- 79611000 - Job search services

II.1.3) Type of contract

Services

II.1.4) Short description

Award of LinkedIn Licence for MOD External Vacancies

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: £360,316

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Advertisement of MOD external vacancies on LinkedIn's platform

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

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:

The justification is as per PCR 2015, Regulation 32(2)(b)(ii) as follows:

The Defence People - Civ HR, part of the UK Ministry of Defence, intends to award a two-year contract with a value of £360,316 to LinkedIn for LinkedIn License for MOD external vacancies.

In accordance with the provisions of The Public Procurement (Amendment etc.) (EU Exit) Regulations 2020 SI No. 2020/1319, this procurement falls to be regulated under the

provisions of the Public Contracts Regulations 2015 (PCR 2015) as amended (in particular by SI 2020/1319). Prior publication of a contract notice in the Official Journal of the European Union is no longer appropriate. It is considered that the award of the contract without prior publication of a contract notice in the UK e-notification service (in accordance with the relevant legislation) is lawful in accordance with regulation 32(2)(b)(ii) of the PCR 2015 because competition is absent for technical reasons.

This is because LinkedIn is the only provider (there is no alternative supplier offering their services) enabling business areas to showcase prospective candidates what it is like to work for them using a variety of content including adverts/featured content/testimonies before prospective candidates place an application for the advertised role.

LinkedIn is the only company that provides hiring solutions services to customers within Europe, middle east & Africa. Its hiring and social networking solution is unique and as such, a direct competition process isn't viable. Other companies like, 'Facebook', 'Bark', 'Opportunity', and 'Xing', offer similar social networking platforms but with limited professional reach, unlike LinkedIn. There are clear differences in the services on offer and the scale of reach in terms of target audience. Of these four companies, none have a comparable level of professional and global presence and therefore this would not enable MOD to source quality talent and in turn build and sustain a more diverse workforce. This would detrimentally impact on MOD ability to fill our roles and deliver MOD key objectives.

Given the above there are no other value-for-money alternatives to consider which will enable the Authority to promote MOD as an employer, advertise vacancies and additional products (recruiter directly reach out to prospective candidates).

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/concession

Contract No

705772452

Title

LinkedIn Licence Renewal

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

3 November 2022

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

LinkedIn

Gardner House, Wilton Place

Dublin

Country

Ireland

NUTS code

- IE - Ireland

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £360,316

V.2.5) Information about subcontracting

The contract/lot/concession is likely to be subcontracted

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

MOD

65 Brown Street

Glasgow

G2 8EX

Country

United Kingdom