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Contract

## **CO0363 HR Recruitment Advertising**

Essex County Council

F03: Contract award notice

Notice identifier: 2023/S 000-032568

Procurement identifier (OCID): ocds-h6vhtk-041190

Published 3 November 2023, 11:36am

### **Section I: Contracting authority**

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

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

#### **Contact**

Mr Andrew Beaver

#### **Email**

[Andrew.beaver@essex.gov.uk](mailto:Andrew.beaver@essex.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKH3 - Essex

**Internet address(es)**

Main address

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

Buyer's address

<https://www.essex.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**

CO0363 HR Recruitment Advertising

Reference number

DN687421

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Call-off under Lot 1 of the ESPO Framework 3A\_20 Advertising Solutions

Essex County Council is looking to partner with a service provider that can offer us full access to currently available and future recruitment attraction & related services. We anticipate this partnership to allow ECC to fully exploit all the sourcing methods available across both the public and private sector that drives best in class attraction of diverse talent from entry talent to executive level (and everything else in between)

ECC also provide services to other public service customers and would extend the services awarded under this contract to those partners as part of our service offering.

#### **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: £300,000

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

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

NUTS codes

- UKH3 - Essex

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

As a large UK Local Authority, employing c8000 staff, recruitment is a key service for ECC and the success of our attraction methods directly impacts the delivery of our organisational aims.

To achieve our objectives and remain ahead of the curve, it is vital that we have in place effective, considered, and modern attraction approaches which not only meet the needs of today but position ECC as an employer of choice for our future skills and talent needs.

We are a busy team, making c2,600 hires per annum for ECC and servicing several public organisations, to support them with their recruitment needs. Our day to day needs include specialist advertising for hard to fill roles, microsites, campaigns, and job distribution sites. In addition, we continually look to evolve and improve our EVP 'inspired to do more' and purposely seek to stand out from the crowd with our approach and in particular challenge perceptions of working in the public sector.

We use a multi-channel blended approach to recruitment advertising including job fairs, talent pool technology, entry to work programmes, grow your own schemes, internal mobility, profile pieces in leading publications and social media. This is all peripheral to

our award-winning careers site which serves as the central repository for our message to market and where we direct our applications.

Our partner will recognise our scale and the brand equity we have already built but will also challenge us as to how we continue to evolve and how we ensure we remain modern whilst meeting our commitment to best value in the public money we spend. They will recognise where we could maximise talent attraction through better application of technology, improved approaches to social media and where our EVP and associated talent brand could be more impactful. They will guide and advise ECC to ensure the money we spend on talent attraction is utilised effectively and ultimately ensure ECC attract the right talent at the right time.

Not just focused on the 'now' but always pushing us to look towards the future needs of the organisation and how exemplary recruitment and talent advertising solutions can see us ready for the known and unknown talent needs, our advertising partner will provide subject matter expertise on how we stay ahead in the war for talent and how we make the best use of both existing and emerging tools in an ever-changing market.

We anticipate this partnership will potentially include, but will not be limited to:

- One off pieces of recruitment that we identify require specialist attraction.
- Campaign attraction models
- Annual subscriptions to mainstream attraction channels e.g Reed, LinkedIn etc
- Amplification of attraction of diverse candidates
- Microsite creation & development
- EVP
- Specific branding for sectors and functions of ECC (e.g Social Care)
- Enhancement of awareness of our talent pool technology platform, ensuring we attract the maximum number of candidate registrations.
- Host & maintain our current careers site (including issue resolution) this will also include consuming and managing the jobs feed which comes from our ATS, please see an example file of this feed in appendix three
- Development of the ECC careers site, to ensure it is always best in class and ahead of the curve.

- Artificial Intelligence driven technology solutions
- Digital design
- Social Media amplification
- SEO consultancy
- Social Media content
- ROI tracking on all ECC spend
- Media research and recommendations (at no charge)
- Proof reading
- Copywriting and creative content
- Digital content creation
- Radio & TV campaigns
- Promotional material and merchandise

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

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

#### **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

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## **Section IV. Procedure**

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

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

Restricted 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: [2020/S 244-605955](#)

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

### **Contract No**

CO0363 HR Recruitment Advertising

A contract/lot is awarded: Yes

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

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

3 November 2023

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

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

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

(PeopleScout Limited (Trading as TMP Worldwide))

265, Tottenham Court Road

London

W1T 7RQ

Country

United Kingdom

NUTS code

- UKH3 - Essex

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: £300,000

Total value of the contract/lot: £300,000

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

London

WC2A 2LL

Country

United Kingdom