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Contract

PR, Marketing and Communication Services

The David Ross Education Trust

F03: Contract award notice

Notice identifier: 2024/S 000-041096

Procurement identifier (OCID): ocds-h6vhtk-04a4ab

Published 20 December 2024, 7:23am

Section I: Contracting authority

I.1) Name and addresses

The David Ross Education Trust

Thorpe Hill

Loughborough

LE11 4SQ

Contact

Joanna Bailey

Email

procurement@dret.co.uk

Country

United Kingdom

NUTS code

UKF22 - Leicestershire CC and Rutland

Internet address(es)

Main address

<https://www.dret.co.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR, Marketing and Communication Services

Reference number

DRET_P0039

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The David Ross Education Trust (DRET) is seeking to procure a supplier to support the Trusts public relations, marketing and communications. The provision includes crisis management, internal and external communications, social media strategies and media training. The Trust is seeking a supplier with technical expertise in the education sector including understanding of working with a large multi academy trust. The contract will be in place for up to 5 years with a break clause at the end of year 1 and year 3.

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: £500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKF22 - Leicestershire CC and Rutland

II.2.4) Description of the procurement

The David Ross Education Trust (The Trust) is seeking to procure a supplier to support the Trusts public relations, marketing and communications. The provision includes crisis management, internal and external communications, social media strategies and media training. The Trust is seeking a supplier with technical expertise in the education sector including understanding of working with a large multi academy trust. The contract will be in place for up to 5 years with a break clause at the end of year 1 and year 3.

II.2.5) Award criteria

Quality criterion - Name: Customer Requirements / Weighting: 60

Price - Weighting: 40

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: [2024/S 000-031387](#)

Section V. Award of contract

Contract No

2024/S 000-031387

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 December 2024

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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: 4

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

V.2.3) Name and address of the contractor

Denford Associates Ltd

c/o T Burton & Co Ltd, Suite 1, Scotts Place, 24 Scotts Road

Bromley

BR1 3QD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

7779575

Internet address

www.denfordassociates.com

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: £500,000

Total value of the contract/lot: £435,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement, Review Service, Cabinet Office

London

Email

publicprocurementreview@cabinetoffice.gov.uk

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>