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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](mailto: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

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## **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](#)

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## **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](http://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

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## 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](mailto: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>