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Award

School Teacher Recruitment Marketing Campaign

Department for Education

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-045178

Procurement identifier (OCID): ocds-h6vhtk-04f7de ([view related notices](#))

Published 1 August 2025, 12:08pm

Scope

Reference

con_28068

Description

The objective of the School Teacher Recruitment Marketing Campaign is to support recruitment of c. 35,000 people into Initial Teacher Training every year, alongside the government priority to recruit an additional 6,500 new expert teachers across our schools, both mainstream and specialist, and our colleges over the course of this parliament. (This campaign will only target school teachers).

Our aim is to inspire and attract candidates and grow the appeal of teaching amongst students and graduates under the age of 30, who are the group most likely to train to become a teacher.

This procurement is for a lead creative and strategic agency that will set a new direction for the school recruitment marketing campaign to tackle a challenging, ever-changing graduate recruitment market and ensure the campaign delivers communications excellence and innovation, as demanded by Government Communications Service

professional standards.

The deliverables of this campaign are:

- Campaign strategy and platform.
- Brand strategy and guardianship to support wider marketing activities.
- Creative development and production for paid advertising and to support the application of the creative strategy and platform across other marketing touchpoints, including the Get Into Teaching website.
- Strategy, development and content production for direct marketing journeys (segmented email programmes).

This tender notice is for the award of a public contract through a competitive flexible procedure in accordance with section 20(1) and (2)(b) of the Procurement Act 2023.

Contract 1. School Teacher Recruitment Marketing Campaign - Lead Creative and Strategic Agency

Supplier

- M&C SAATCHI (UK) LIMITED

Contract value

- £7,200,000 excluding VAT
- £9,000,000 including VAT

Above the relevant threshold

Award decision date

23 July 2025

Date assessment summaries were sent to tenderers

23 July 2025

Standstill period

- End: 13 August 2025
- 8 working days

Earliest date the contract will be signed

20 August 2025

Contract dates (estimated)

- 25 September 2025 to 24 September 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Information about tenders

- 39 tenders received
- 3 tenders assessed in the final stage:
 - 1 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

Unsuccessful suppliers

- [VCCP GROUP LLP](#)
- [WONDERHOOD LIMITED](#)

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Suppliers

M&C SAATCHI (UK) LIMITED

- Companies House: 03003693
- Public Procurement Organisation Number: PHLZ-1314-WTGD

36 Golden Square

London

W1F 9EE

United Kingdom

Email: new.business@mcsaatchi.com

Website: <https://mcsaatchi.com/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: Yes

Public service mutual: Yes

Contract 1. School Teacher Recruitment Marketing Campaign - Lead Creative and

Strategic Agency

VCCP GROUP LLP

- Companies House: OC370529
- Public Procurement Organisation Number: PGRD-5998-ZTWV

Greencoat House

London

SW1P 1DH

United Kingdom

Website: <http://www.vccp.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

WONDERHOOD LIMITED

- Companies House: 11015968
- Public Procurement Organisation Number: PRGV-2995-TMTH

10 Orange Street

London

WC2H 7DQ

United Kingdom

Website: <https://wonderhoodstudios.com/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contracting authority

Department for Education

- Public Procurement Organisation Number: PDZG-3487-DPVD

Sanctuary Buildings, Great Smith Street

London

SW1P 3BT

United Kingdom

Email: PolicyAssurance.COMMERCIALQUERIES@education.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government