

United Kingdom-Peterborough: Advertising and marketing services
OJ S 125/2016 01/07/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: United Learning

Postal address: Fairline House, Nene Valley Business Park, Oundle

Town: Peterborough

NUTS code: UKH11 Peterborough

Postal code: PE8 4HN

Country: United Kingdom

Contact person: Jess Child

E-mail: Jess.Child@unitedlearning.org.uk

Internet address(es):

Main address: <http://www.unitedlearning.org.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

For Employer Brand and Recruitment Advertising Services.

Reference number: UCSTEmployerbrand1

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

United Learning is a group of academies and independent schools which aims to provide excellent education to children and young people across the country, spanning nurseries through to sixth forms. United Learning are 1 of the country's leading education providers, currently educating over 36 000 students and employing over 7 000 members of staff including over 3 000 teachers.

United Learning wishes to engage an economic operator to provide Employer Brand and Recruitment Advertising Services. The services will be comprised of 3 key areas: Media Buying; Creative Services; and Employer Brand Guardianship.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

22462000 Advertising material, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: Recruitment Advertising and Employer Brand Development across UL's portfolio.

II.2.4. Description of the procurement

United Learning is a group of academies and independent schools which aims to provide excellent education to children and young people across the country, spanning nurseries through to sixth forms. United Learning are 1 of the country's leading education providers, currently educating over 36 000 students and employing over 7 000 members of staff including over 3 000 teachers.

United Learning wishes to engage an economic operator to provide Employer Brand and Recruitment Advertising Services. The services will be comprised of 3 key areas: Media Buying; Creative Services; and Employer Brand Guardianship.

II.2.5. Award criteria

Quality criterion - Name: Reducing media spend, increasing applications and improving brand / Weighting: 7.8125

Quality criterion - Name: Boosting applications in a niche market, on budget on time / Weighting: 7.8125

Quality criterion - Name: Recruitment in the graduate market / Weighting: 7.8125

Quality criterion - Name: Developing and communicating our employer value proposition / Weighting: 7.8125

Quality criterion - Name: Tracking the impact and reach of our employer value proposition / Weighting: 7.8125

Quality criterion - Name: Training staff / Weighting: 7.8125

Quality criterion - Name: Improving our current digital strategy / Weighting: 7.8125

Quality criterion - Name: Presentation / Weighting: 7.8125

Cost criterion - Name: Uplift fee on advertising spend and fixed fees for other activities / Weighting: 37.5

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2015/S 221-403013](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

Recruitment Advertising and Employer Brand Development

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/06/2016

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: TMP Worldwide

National registration number: 5648039

Postal address: 265 Tottenham Court Road

Town: London

NUTS code: UKI London

Postal code: W1T 7RQ

Country: United Kingdom

E-mail: Robert.Peasnell@tmpw.co.uk

Telephone: +44 2072689000

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 2 000 000,00 GBP

Total value of the contract/lot: 2 000 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Courts of England and Wales

Town: London

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Litigation.

VI.5. Date of dispatch of this notice

28/06/2016