

**United Kingdom-Midhurst: Advertising services**  
**OJ S 145/2019 30/07/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: South Downs National Park Authority

Postal address: South Downs Centre

Town: Midhurst

NUTS code: UK United Kingdom

Postal code: GU29 9DH

Country: United Kingdom

Contact person: Alan Brough

E-mail: [alan.brough@southdowns.gov.uk](mailto:alan.brough@southdowns.gov.uk)

Telephone: +44 1730819202

**Internet address(es):**

Main address: <https://www.southdowns.gov.uk/>

**I.4. Type of the contracting authority**

Regional or local agency/office

**I.5. Main activity**

Environment

---

**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

NPA Recruitment Advertising Framework Agreement

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

To form a framework agreement with an agency for the provision of recruitment advertising services for National Park Authorities in the UK. Our aim is to appoint one agency to provide services that can be drawn upon by all of the UK's 15 National Parks. To include print and online sources, including social media and other media services as required e.g. design. Sources may be national, local or specialist as required by the needs of each National Park and each specific recruitment.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 300 000,00 GBP

## **II.2. Description**

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

NUTS code: UKG West Midlands (England)

NUTS code: UKM Scotland

NUTS code: UKK South West (England)

NUTS code: UKF East Midlands (England)

NUTS code: UKH East of England

NUTS code: UKJ South East (England)

NUTS code: UKE Yorkshire and the Humber

NUTS code: UKI London

NUTS code: UKC North East (England)

NUTS code: UKD North West (England)

NUTS code: UKL Wales

Main site or place of performance: Great Britain.

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

To form a framework agreement with an agency for the provision of recruitment advertising services for National Park Authorities in the UK. Our aim is to appoint one agency to provide services that can be drawn upon by all of the UK's 15 National Parks. To include print and online sources, including social media and other media services as required e.g. design. Sources may be national, local or specialist as required by the needs of each National Park and each specific recruitment.

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

Quality criterion - Name: Approach to commission and project resourcing / 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

### **II.2.14. Additional information**

## **Section IV: Procedure**

---

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

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

Open procedure

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

The procurement involves the establishment of a framework agreement

#### **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 in the OJ S: [2019/S 069-162501](#)

#### 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:

NPA Recruitment Advertising Framework Agreement

A contract/lot is awarded: yes

### V.2. Award of contract

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

23/07/2019

#### V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 11

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: 13

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

#### V.2.3. Name and address of the contractor

Official name: WR Group Ltd (trading as Webrecruit)

Postal address: Stratford House, Waterbridge Court, Matford Park

Town: Exeter

NUTS code: UKK4 Devon

Postal code: EX2 8EX

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 300 000,00 GBP

Total value of the contract/lot: 321 936,00 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: South Downs National Park Authority

Town: Midhurst

Country: United Kingdom

E-mail: [tenders@southdowns.gov.uk](mailto:tenders@southdowns.gov.uk)

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: South Downs National Park Authority

Postal address: South Downs Centre

Town: Midhurst

Postal code: GU29 9DH

Country: United Kingdom

E-mail: [alan.brough@southdowns.gov.uk](mailto:alan.brough@southdowns.gov.uk)

Telephone: +44 1730819202

Internet address: <https://www.southdowns.gov.uk/>

**VI.5. Date of dispatch of this notice**

26/07/2019