

# PFB4051 SU

Education Recruitment Advertising and Resourcing Services (National) NERARS 2022

Contracting Authority SUPC

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## Key Information

Framework Start Date	01/03/2023
Current End Date	28/02/2027
Procurement Regulation	PCR2015

## Framework Suppliers

12

Adgen  
Arke Agency LTD  
Curio London Ltd.  
Education Cubed Ltd.  
Havas People Ltd  
Hunterlodge Advertising LTD  
Michael Page International Recruitment Ltd.  
Penna PLC  
PeopleScout Limited Trading as TMP  
RH Advertising Limited  
SMRS Ltd  
WebRecruit

## Lot Information

1 : Education Recruitment Advertising & Resourcing

Adgen  
Curio London Ltd.  
Havas People Ltd  
Penna PLC  
PeopleScout Limited Trading as TMP  
WebRecruit

2 : Student Recruitment Marketing

Adgen  
Arke Agency LTD  
Education Cubed Ltd.  
Havas People Ltd  
Hunterlodge Advertising LTD  
Michael Page International Recruitment Ltd.  
Penna PLC  
RH Advertising Limited  
SMRS Ltd

## Scope of Requirements

Lot 1

The services cover all types of advertising services including recruitment of staff, advertisement creation and production, type setting and copy writing, media buying, art direction, brand management and where required full creative services for new advertising campaigns.

Lot 1 services incorporate:

- Candidate generation
- Website and microsites
- Digital creative services
- Social media services

There are 6 suppliers offering Lot 1 services.

Lot 2

The services cover student recruitment marketing to attract UK and overseas students and are focussed on media buying and advertisement placement.

## Accessibility

Member Institutions of the following organisations can access this framework agreement:

- Higher Education Purchasing Consortium Wales (HEPCW)
- London Universities Purchasing Consortium (LUPC)
- North Western Universities Purchasing Consortium (NWUPC)
- North Eastern Universities Purchasing Consortium (NEUPC)
- Southern Universities Purchasing Consortium (SUPC)
- Advanced Procurement for Universities and Colleges (APUC)

## Call Off Method

There are a number of call-off options available on this agreement:

1. Direct Award.
2. Further Competition

For further guidance on the call-off mechanisms please refer to the Buyer's Guide.

#### Responsible Procurement

Responsible Procurement formed 10% of the framework score with tender questions

#### Added Value

Robust tendering and evaluation process which has tested the Supplier capabilities to meet an agreed minimum set of requirements on behalf of participating consortia.

For further information, please refer to the [Buyers Guide](#)

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