# PFB4051 SU

Education Recruitment Advertising and Resourcing Services (National) NERARS 2022

Contracting Authority SUPC | Contact Andy Walsh | Phone | Email a.walsh@neupc.ac.uk

## Key Information

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

## Framework Suppliers 11

Adgen
Arke Agency LTD
Curio London Ltd.
Education Cubed Ltd.
Havas People ltd
Hunterlodge Advertising 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 Recuitment Marketing
- Adgen
- Arke Agency LTD
- Education Cubed Ltd.
- Havas People ltd
- Hunterlodge Advertising 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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