

## National Education Recruitment Advertising and Resourcing Services (NERARS 2023) (PFB4051 SU)

### SUMMARY

**Start date:** 8th March, 2023

**End date:** 7th March, 2027

**OJEU Number:** 2022-530525

**Lead Consortium:** SUPC

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**Website:**  
<https://www.hecontracts.co.uk/agreements/1069>

#### Direct Award - Lot 1

If you wish to direct award, you can do so by awarding to Webrecruit, who scored highest overall.

#### Direct Award – Lot 2

If you wish to direct award, you can do so by awarding to RH Advertising, who scored highest overall.

### SCOPE

The framework agreement covers the provision of education recruitment advertising and resourcing services and the re-introduced student recruitment marketing.

There are 11 suppliers in total on the framework, providing services across 2 Lots. You can see supplier profiles further on in the document.

The services are further defined in the Output Specification (Schedule 1) of the framework agreement.

#### 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

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

There are 8 suppliers offering Lot 2 services.

### AGREEMENT BENEFITS

- PCR compliant route
- Fast route to market
- Competitive rates
- A wide choice of both SMEs and larger suppliers to better match your organisational requirements and culture
- A set of standard added-value services across all suppliers, complemented by supplier specific added-value services detailed further in the tender response

The discounts available through this agreement represent significant

### USING THE FRAMEWORK

### SUPPLIERS

Lot	Suppliers
<b>Lot 1 Education Recruitment Advertising &amp; Resourcing</b>	Adgen , Curio Faculty Pty Ltd, Havas People, Penna plc, TMP Worldwide, WR Group Ltd T/A Webrecruit,
<b>Lot 2 Student Recruitment Marketing</b>	Adgen , Arke Agency, Education Cubed Ltd, Havas People, Hunterlodge Advertising , Penna plc, R H Advertising Ltd, SMRS Ltd,

SUSTAINABILITY

NEXT STEPS