

Education Recruitment Advertising & Resourcing Services – National (NERARS) (PFB4024 SU)

SUMMARY

Start date: 1st January, 2015

End date: 31st December, 2018

OJEU Number: 2014/S 066-113145

Lead Consortium: SUPC

Main contact: Jayne Thorn
jayne.thorn@deac.ac.uk

Website:
<https://www.hecontracts.co.uk/agreements/223>

- Provides wide range of services for institutions
- Provides opportunities for additional cost savings at the mini-competition stage

SCOPE

This agreement covers advertisement creation and production, type setting and copywriting, media buying, art direction, brand management and where required full creative services for new advertising campaigns.

In addition to these traditional recruitment products and services, the new agreement offers the following innovative service options:

- Candidate generation
- Websites and campaign micro-sites
- Digital creative services
- Social media services

Further details of these services are available in the buyer's guide on HE Contracts Database.

AGREEMENT BENEFITS

- Provides choice and competition for institutions
- Provides opportunity to refine exact requirements over and above the basic contract terms
- Provides opportunities for additional cost savings at the mini-competition stage
- Provides compliance under EU Procurement Directives
- Provides wide range of services for institutions

USING THE FRAMEWORK

The simplified call-off procedure gives buyers two options:

1. You can make a direct award to the first-ranked supplier (PENNA) if they are able to meet your requirements.
1. If you feel PENNA is unable to meet your requirements, you can undertake a further competition between all suppliers capable of meeting your needs.

Further guidance is available in the Buyer's Guide on HE Contracts Database (www.hecontracts.co.uk)

SUPPLIERS

Havas People, McCann Erickson, Penna plc, SMRS Ltd, TMP Worldwide, Work Group,

SUSTAINABILITY

While the sustainability risks associated with the NERARS services are deemed to be low, all suppliers were asked to clarify how they would support sustainability initiatives and assist the participating organisations in implementing sustainability initiatives and improving these activities year on year.

All successful suppliers gave details of their own approach to sustainability and are committed to support participating institutions to meet their own sustainability aims. Any detailed requirements for your institution which require additional commitment from suppliers should be included in your further competition exercise.

NEXT STEPS

To start taking advantage of this agreement right away, please visit the NERARS page on HE Contracts Database at: www.hecontracts.co.uk. From there, you can view the contracts, suppliers, supplier contact details, terms and conditions and a complete buyer's guide.

If you need assistance, please contact the person with responsibility for procurement at your institution, or SUPC Category Manager Jayne Thorn at jayne.thorn@reading.ac.uk.