



# Lot 4: HR Marketing and Advertising User Guide



## Framework overview

### What does this framework provide for you?

The Local Government Resourcing Partnership (LGRP) framework provides a quick, simple and compliant route to market for the following services:

**Lot 1 – Interim Recruitment**

**Lot 2 – Permanent Recruitment**

**Lot 3 – HR Consultancy**

**Lot 4 – HR Marketing and Advertising**

### Why did we procure the LGRP framework?

We are now onto the 2nd generation of the LGRP framework, in collaboration with London Borough of Waltham Forest.

The Local Government Resourcing Partnership (LGRP) formerly known as the London Boroughs' Recruitment Partnership (LBRP) has previously been procured by the London Borough of Sutton (LBS). The procurement of the LGRP was taken over by the London Borough of Waltham Forest (LBWF) in 2017, and they were supported throughout the procurement process by YPO.

YPO are a 100% publicly owned buying organisation who establish national and regional frameworks to meet the common needs of local authorities and the wider public sector.

### The procurement

Throughout 2020, LBWF and YPO carried out user and provider engagement through 1-2-1 meetings and surveys, as well as via PIN and RFI documentation. The purpose of this engagement was to understand, the previous iteration of the framework, how we could improve and make the framework as effective as possible, as well as looking at customer and market demands.

This engagement helped to create the specifications which consist of a wide range of resourcing services that can now be procured in an efficient and effective manner.

The aim was to create a framework that could help support organisations current HR and give the ability to procure HR related services in an efficient and effective manner.

Following a successful tender process, the framework is now available for use for all public sector on a national basis.

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## Procurement facts

**Start date:** 10 November 2021  
**End date:** 9 November 2025  
**Extension option:** Extension taken  
**Contract award notice:** 2022/S 000-011745  
**Geographical coverage:** National framework  
**Sector:** All public sector organisations

### Compliance

This framework has been procured in accordance with the Public Contracts Regulations 2015 via the open procedure.

### Contract value

The OJEU contract value for this procurement is approximately 150 000 000.00 GBP.

### OJEU notice

A copy of the OJEU notice can be downloaded from [www.lgrp.co.uk](http://www.lgrp.co.uk) or provided directly by YPO or LBWF upon request.

### Duration of the framework

The framework agreement starts on the 10 November 2021 for two years and will expire on 9 November 2023, unless otherwise extended. There is an option to extend this framework for an additional two years and this option may be exercised at the discretion of YPO and LBWF.

### Eligible users

The framework agreement is available to all public sector bodies, including central government and wider public sector, social housing organisations, voluntary and community sector bodies.

Check your eligibility here:

<https://www.ypo.co.uk/about/customers/permissible-users>

### Call-off options

Contracting organisations can use this framework for both short and long term call-offs at their discretion.

The framework is available for us until the end date and call-offs can be for a duration determined by the customer. YPO and LBWF advise that call-off contracts do not exceed a term of four years, but the contracting organisation will make this decision.

## HR marketing and advertising

The providers will support with a wide range of HR marketing solutions, by providing advice and support to all HR public sector requirements.

This lot will allow for you to procure individual services and campaigns to support your strategies.

HR marketing will deliver flexibility to customers across a variety of services for both campaigns and recruitment advertising, this is likely to include digital marketing, print advertising etc.

Organisations will also be able to deliver the management of publishing public notices, this is generally still in printed press in local and regional newspapers. The successful providers will work with you to deliver these services.

All HR marketing and advertising will be able to be carried out through this lot, for all areas of the public sector.

Below is a non-exhaustive list of services which can be carried out by the provider under lot 4:

### **Recruitment advertising, including:**

- Hourly rate for types of work/worker
- Print advertising
- Digital advertising
- Specific advertising
- Media discounts

### **Campaign advertising, including:**

- Hourly rate for types of work/worker
- Print advertising
- Digital advertising
- Specific advertising
- Media discounts

### **Public notices, including:**

- Hourly rate for types of work/worker
- Print advertising
- Digital advertising
- Specific advertising
- Media discounts

### **Other services:**

- Employer branding
- Microsites
- Social media consultancy, management and execution
- Recruitment website design, management and hosting

The providers shall be required to:

- Support the customers branding guidance and work where possible to provide guidance on this area
- Negotiate the best rates and discounts in the market
- Generate awareness where possible that the public sector is the employer of choice
- Work in line and provide guidance on specific legal implications for all forms of advertising
- Organise and attend presentations and meetings in relation to all marketing campaign

The areas are not exhaustive, there will be a basic model of pricing that will allow organisations to procure specific services and there will be an hourly rate card for marketing time to allow the flexibility to cover services that may need more detailed discussions with the supply market.

Services can be awarded for a one off or a long-term call-off contract depending on the requirement of the customer. The awarded providers will work with the customers to deliver the specific requirement relevant to the service they need.

For more information on the detail of services covered please see the specification.

You can procure from the providers on this lot via direct award or further competition.

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## How to buy

### HR marketing and advertising

Awards can be made via direct award or further competition.

#### Direct award

A direct award means you can award directly to a provider via the framework without having undertaken a further competition.

Our framework allows you to make a direct award to the provider comprising the most economically advantageous offer for your needs. Best practice is to apply the award criteria set out at framework level when considering a direct award, however a contracting authority may also consider other objective justifications specific to their needs. We are happy to help and advise, but it will be for you to determine whether a direct award is the most appropriate procurement route for your needs.

To consider the provider's pricing, you can obtain a copy of the provider pricing documents from YPO or LBWF, or via [www.lgrp.co.uk](http://www.lgrp.co.uk) (providing you hold an account). There is fixed pricing agreed as part of this framework and this will be considered for all direct awards.

The pricing will cover different aspects of marketing and customers will be able to create bespoke solutions from the pricing available.

### Further competition

If you wish to conduct a further competition between the providers on this lot, you will need to invite all the providers to submit a bid for the services you require. We can provide template documents and are happy to review drafts on your behalf.

To carry out your further competition you can either:

- Utilise your own documentation and procurement portal
- Utilise our LGRP website [www.lgrp.co.uk](http://www.lgrp.co.uk)
- Download template documentation through the LGRP website [www.lgrp.co.uk](http://www.lgrp.co.uk)
- Request template documentation from LBWF or YPO

Within your further competition documentation, you will need to explain the type of service you require, this may include an approach to the search and selection strategy for the campaign, indicative timescales and a job description.

You will need to detail within your further competition how you will evaluate the bids, this will include your price:quality weightings. The table below sets out the award criteria ranges available for further competitions:

<b>Price</b>	<b>40 - 60%</b>
<b>Quality (including social value)</b>	<b>40 - 60%</b>

You will need to have approved the call-off terms and conditions for use within your further competition. Once you have identified the successful provider, you will then need to complete the order form and have this signed by both the provider and your organisation.

A detailed process is covered in the specification.

It is the responsibility of the contracting authority to ensure all awards via the LGRP framework are compliant with the PCR 2015 where applicable.

## Framework information

### Pricing information

Direct award pricing for the framework is available at [www.lgrp.co.uk](http://www.lgrp.co.uk) or by contacting YPO or LBWF.

### Terms and conditions

There are pre-agreed framework terms and conditions. If you wish to make any amends to the terms and conditions this is possible on

the order form. To carry out a call-off under the framework you will be required to complete the order form and call-off terms and conditions.

### **Specification**

The specification can be provided upon request by YPO or LBWF, or it can be downloaded at [www.lgrp.co.uk](http://www.lgrp.co.uk).

### **Rebate**

The rebate for this framework is 1% on all spend, paid by the provider. This rebate is to cover the costs of creating and managing the framework.

### **Things we have done to help**

- We know the processes inside out so feel free to contact us if you would like to discuss how to direct award or carry out a further competition
- Open book costing is agreed by all providers on the framework, the supply chain should be transparent, so we know exactly how the fees are calculated
- We are constantly wanting providers to push boundaries and add value where possible to your services, this is included in our quarterly MI
- Social value is high on the agenda so through our KPI's we will monitor the impact of the providers within the community, and this can then be provided to any framework users

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## **Benefits of the framework**

### **Flexibility**

The framework allows for flexibility across a variety of resourcing requirements, it combines a range of working arrangements and solutions to ensure the providers can meet your needs.

### **Simple to use**

Simplicity is what this framework is all about, you can procure across different lots and/or just procure one off services. All you have to do is direct award or carry out a further competition from the providers and detail your requirements on the order form.

### **Collaborative working**

Procuring through this framework will help to collaborate not only with YPO and LBWF but with other organisations from around the country. Engaging and

understanding HR services from around the country to develop and manage these services in the most appropriate ways.

### **Reduced timescales**

Procuring through the framework will be quick and efficient. There are no OJEU timescales to comply with, you can either direct award or carry out a further competition.

### **Compliance with EU regulations**

The framework is fully EU compliant in line with EU 2015 regulations. This reduces the risk to your organisation of procuring your own services.

### **Standards all checked**

YPO has already done all the checks to ensure that the providers throughout the framework have all the correct level of standards.

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## **Get in touch**

If you need further information or guidance, please get in touch.



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