



Local Government Resourcing Partnership

Lot 4: HR Marketing Solutions

User Guide

Framework Overview

What does this framework provide for you?

The Local Government Resourcing Partnership (LGRP) framework will give you the ability to procure the following lots in a quick and simple way:

Lot 1 – Executive & Interim Recruitment

Lot 2 – Permanent Recruitment

Lot 3 – HR Consultancy

Lot 4 – HR Marketing Solutions

Why did we procure the LGRP framework?

The London Borough of Waltham Forest approached YPO to collaborate on the 3rd generation of the LGRP framework. The Local Government Resource 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 has now been taken over by the London Borough of Waltham Forest (LBWF), 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.

In the first few months of 2017 the collaboration carried out user and provider engagement through 1-2-1 meetings, surveys and working forums, working hard to understand the current framework and looking at ways to ensure a simple and easy process for public sector organisations. The engagement helped to create a specification that consisted of a wider range of resourcing services.

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.

Procurement Facts

Start Date: 6 October 2017

End Date: 2 October 2021

Contract Award Notice: 2017/S 216-449614

Geographical Coverage: National framework

Sector: All public sector organisations

Compliance

The framework is in accordance with the Public Contracts Regulations 2015 and was procured via the open procedure.

Contract Value

The OJEU contract value for this procurement is approximately £15,000,000.

OJEU Notice

A copy of the OJEU notice can be downloaded from www.lgrp.co.uk or provided directly by YPO or London Borough of Waltham Forest.

Duration of the Framework

The framework agreement starts on the 6 October 2017 for two years until the 5 October 2019 with an option to extend for an additional two years in yearly intervals. Contracting organisations will be able to do short term call-off agreements or long term call-off's from the framework end date for a maximum of 4 years.

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: www.ypo.co.uk/ojeu-permissible-users

HR Marketing Solutions

Marketing and advertising will cover two main areas HR Marketing and public notices. The marketing world is constantly developing and over the last few years we have seen changes in how these services are best procured. This framework 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 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.

The below services can be carried out by the provider:

- Recruitment advertising
 - Hourly rate for types of work/worker
 - Print advertising – General
 - Print advertising – Creative
 - Digital advertising
 - Specific advertising
 - Media discounts
- Campaign advertising
 - Hourly rate for types of work/worker
 - Print advertising – General
 - Print advertising – Creative
 - Digital advertising
 - Specific advertising
 - Media discounts
- Public notices
 - Hourly rate for types of work/worker
 - Print advertising – General
 - Print advertising – Creative
 - Digital advertising
 - Specific advertising
 - Media discounts

Advertising advice, guidance and training may be required and can be delivered through the framework for specific jobs, this may include the support of standard layout documents for organisations.

Continuous support is available through the framework to deliver and develop creative strategies, including the support of employer branding.

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.

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, please go to the 'How to Buy' section in this user guide.

How to Buy

Procuring HR Marketing Solutions

All HR marketing solutions can be procured through a direct award or further competition.

The below explains how you can direct award or carry out a further competition:

Direct Award

A direct award gives you the ability to award a contract directly to a provider without having to undertake a further competition.

You can direct award to the provider on the framework that meets your needs the most in terms of quality and price.

The decision to carry out a direct award through the framework will be based on the most economically advantageous solution for your organisations requirements. 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.

If you are utilising the direct award process you will need to have approved the call-off terms and conditions.

Once you have a chosen provider you will then need to complete the order form and have this signed by both the provider and your organisation.

Further Competition

A further competition is where the providers on the lot have the opportunity to bid for the services that you require.

If you would like to carry out a further competition you can either:

- Utilise your own documentation
- Procure through the LGRP website www.lgrp.co.uk
- Download template documents through the LGRP website www.lgrp.co.uk
- Request template documentation from the London Borough of Waltham Forest or YPO

You will need to give all providers on the lot the opportunity to bid for the work, however providers are not required to bid for all further competitions.

In your further competition and call-off document you will be required to detail your percentage split between price and quality.

If you are utilising the further competition process you will need to have approved the call-off terms and conditions.

The further competition can then be published to all providers either through www.lgrp.co.uk or on your own systems.

The bids will then need evaluating and your successful provider can be agreed.

Once you have a chosen provider you will then need to complete the order form and have this signed by both the provider and your organisation.

Lot 4 Provider Contact Details



Havas

Name: Simon Bracewell

Email: publictenders@havaspeople.com

Call: 0207 022 4000



Penna

Name: Anne Sullivan

Email: lgrp@penna.com

Call: 0207 332 7777



TMP

Name: Robert Peasnell

Email: lgrp@tmpw.co.uk

Call: 0790 159 1306

Framework Information

Pricing information

Direct award pricing for the framework is available at www.lgrp.co.uk or by contacting YPO or London Borough of Waltham Forest.

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 London Borough of Waltham Forest or it can be downloaded at www.lgrp.co.uk.

Rebate

The rebate for this framework is 1% on all spend, 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

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.

Aggregated Spend

Organisation spend will be amalgamated across the country to ensure the best possible rates are provided.

Collaborative working

Procuring through this framework will help to collaborate not only with YPO and London Borough of Waltham Forest 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.

Pre-defined Terms and Conditions

The framework has pre-defined terms and conditions.

Get in touch

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

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