

Scottish Procurement and Property Directorate:
Recruitment Advertising and Public Information Notices
framework

Ref: SP-23-015

Buyer Guide

Version 2.0

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1. Introduction

- 1.1 This buyer's guide provides guidance to public sector organisations on accessing and utilising the Recruitment Advertising and Public Information Notices framework

2. Foreword and acknowledgements

- 2.1 Scottish Procurement aims to deliver benefits to the people of Scotland through improved value for money for taxpayers and improved goods and services for all our citizens. We achieve this via effective collaboration with our customers throughout the procurement cycle and by developing strategies that contribute to the Scottish Government's purpose of sustainable economic growth

3. Scottish procurement points of contact

- 3.1 Framework management

Colin Anderson
Scottish Government, Scottish Procurement and Property Directorate, Victoria Quay,
Edinburgh, EH6 6QQ
Email: Colin.Anderson@gov.scot

Jack Graham
Scottish Government, Scottish Procurement and Property Directorate, 5 Atlantic Quay,
Glasgow, G2 8LU
Email: Jack.Graham@gov.scot

4. Framework overview

- 4.1 This framework agreement is for the supply of Recruitment Advertising and Public Information Notices and the contractor will be required to provide the services listed below:

- 4.2 The creation and publication of recruitment adverts in newspapers, magazines, and websites including but not limited to the following:

- strategic planning (cognisant of creative implications);
- market intelligence;
- trend forecasting;
- audience insight;
- response analysis;
- competitive analysis;
- campaign evaluation (role and contribution of media); and
- media evaluation

- 4.3 The publication of public information notices. Services to be provided and performed by the contractor may include but not limited to the following PIN advertisements:

- temporary traffic regulation order – omnibus order;
- permanent traffic regulation orders;
- Roads Scotland Act orders;
- compulsory purchase orders;
- environmental impact assessments notices;
- environment assessment screening determination notices;
- public meeting notices; and

- ad-hoc notices relating to road works, road projects, aviation, maritime and rail

Note: This framework does not cover Media Planning, buying and Associated Services. There is a separate framework for this service.

5. Framework access

5.1 The framework agreement will be available for use by the Scottish Ministers (including Agencies), Scottish Non-Departmental Public Bodies, offices in the Scottish Administration which are not ministerial offices, cross-border public authorities within the meaning of section 88(5) of the Scotland Act 1998, The Office for the Secretary of State for Scotland, the Scottish Parliamentary Corporate Body, councils constituted under section 2 of the Local Government etc. (Scotland) Act 1994, bodies registered as social landlords under the Housing (Scotland) Act 2001, Scottish health boards or special health boards, Student Loans Company Limited, the Commissioner of Northern Lighthouse operating as the Northern Lighthouse Board, Scottish Futures Trust, Equality and Human Rights Commission, Business Stream Ltd, the Business Gateway National Unit at the Convention of Scottish Local Authorities, further or higher education institutions being fundable bodies within the meaning of section 6 of the Further and Higher Education (Scotland) Act 2005, any public body established by or under the Scotland Act 1998 or any Act of the Scottish Parliament, any association of or formed by one or more of the foregoing, bodies financed wholly or mainly by one or more of the foregoing, bodies subject to management supervision by one or more of the foregoing and bodies more than half of the board of directors or members of which, or, in the case of a group of individuals, more than half of those individuals, being appointed by one or more of the foregoing. In addition to the contracting authorities listed, the framework agreement will be available to charities entered on the Scottish Charity Register and voluntary organisations entered on the Membership Database of the Scottish Council for Voluntary Organisations.

Information about agencies of the Scottish Ministers, Scottish Non-Departmental Public Bodies and offices in the Scottish Administration which are not ministerial offices are listed at

<http://www.scotland.gov.uk/Topics/Government/public-bodies/about/Bodies>

Overview of the governance structure of public procurement for Scotland, including the Public Procurement Group.

<https://www.gov.scot/publications/public-procurement-governance/>

Note: it is the responsibility of any framework public body organisation wishing to use the framework agreement to satisfy itself that it is eligible to do so. Entitlement guidance on this can be found in Annex A of [guidance on framework agreements](#). If there is any doubt, legal advice should be sought.

6. Framework period

6.1 The framework agreement commenced on 11 July 2024 and will run for a period of 4 years until 10 July 2028

7. Procurement Reform (Scotland) Act 2014

- 7.1 Buyers are reminded of the obligations contained in the Procurement Reform (Scotland) Act 2014 in relation to the award of contracts valued equal to or greater than £50,000 including those awarded as a result of a framework call-off/mini competition
- 7.2 In particular, buyers should note that in accordance with Section 23(2) the award of contracts must be publicised on the Public Contracts Scotland website and in accordance with Section 35 contracts must be registered in the contracting authority's "contracts register"
- 7.3 Your attention is also drawn to the requirement to provide feedback in accordance with Section 32 and Section 33

8. Framework documentation

- 8.1 A copy of the Framework Agreement which comprises terms and conditions, schedule 1 (specification), schedule 2 (price), schedule 3 (ordering procedures), schedule 4 (management information – roles and responsibilities of contractors and framework public bodies), schedule 5 (Standard Terms of Supply), schedule 6 (Parent Company Guarantee), schedule 7 (contractor sensitive information), schedule 8 (exit management), schedule 9 (model contract regarding data protection), schedule 10 (approved subcontractors) and schedule 11 (Cyber Security Requirements) can be downloaded from our secure [Knowledge Hub](#) site
- 8.2 Framework public bodies are reminded that schedule 2 (price) contains commercially sensitive information which must not be disclosed to any party out with your organisation without prior approval from Scottish Procurement

9. Framework service provider

- 9.1 Penna Plc, 10 Bishops Square, Spitalfields, London, E1 6EG

Contact: Sandra Innes, Sandra.Innes@penna.com or tenders@penna.com

10. Ordering procedures

- 10.1 Call-off contracts will be awarded as a direct award to cover one or more orders as set out by the framework public body in the call-off contract. The framework public body shall give a notice sent by email to the contractor which states the service requirements and seeks a proposal for the requirements in accordance with the framework agreement, schedule 2, pricing and schedule 5 Standard Terms of Supply.
- 10.2 Subject to agreement, the framework public body shall award its service requirements by placing an order with the framework contractor in accordance with the following:
- states the service requirements
 - states the specification
 - states the charges payable for the service requirements in accordance with the tender submitted by the successful framework contractor
 - incorporates reference to schedule 5, standard terms of supply
- 10.3 The contractor shall be available to accept orders on every working day and provide the framework public body with a point of contact to deal with any queries during the same period

10.4 The authority requires the contractor to provide order acknowledgement to the framework public body in all instances and where the framework public body subsequently cancels an order, the contractor should acknowledge receipt of such cancellation

11. Framework sustainable benefits

11.1 The supplier has committed to contributing to Scottish Government's Sustainable Procurement objectives. Framework public bodies may therefore wish, on a proportionate basis, to take this into consideration as part of their service delivery call-off, where relevant.

11.2 In addition, the supplier has proposed a range of Fair Work First (FWF) measures to be applied in their delivery of the Framework such as, but not limited to:

- no inappropriate use of zero hours contracts
- freedom of association and right to collective bargaining
- elimination of discrimination in recruitment and employment practices

Framework public bodies are encouraged to discuss these in relation to the management of their requirement.

11.3 The supplier has committed to paying the rLiving wage to those involved in provision of the service, and are an SME as they are a medium sized enterprise.

11.4 A link to the [Sustainable Procurement/Procurement Journey](#) is provided to assist you in considering the relevance of this criteria to your requirement.