

30th May 2022

Dear potential supplier

**RE: Preliminary Market Consultation (PMC).**

**Project: PFB028LTU Branding review: careers, employability, and placements.**

In respect of the above Leeds Trinity University seeks advice from independent experts/authorities/market participants with a view to developing the scope and specifications needed to plan and conduct its procurement procedures.

We would like to hear from organisations who can share their experience of having re-branded similar services demonstrating a knowledge of careers and higher education sector

The information provided in this document presents the university’s current understanding of requirements and available options, however the university wishes market operators to consider this PMC as an opportunity to make the university aware of optimal, variant, and optional solutions, in order that any investment represents the very best demonstrable value for money.

If it is convenient to do so, please annotate the Market Operator’s Comments text boxes we have provided within the sections of this document. We would also greatly appreciate your completion of the supplier information table in [Appendix 1](#APPDX1).

For the avoidance of doubt, no call for competition has been made, and no contract award opportunity identified. All relevant information exchanged or resulting from this PMC will be documented and where not considered commercially confidential, may be communicated to other candidates and tenderers participating in any resultant procurement procedure.

**Please may we ask for your comments and correspondences as soon as possible, and no later than 13th June 2022.**

**All correspondences to Mark Hayter by e-mail:** **m.hayter@leedstrinity.ac.uk**

I hope to hear from you soon

With kind regards

Mark Hayter

Head of Procurement

**Branding brief:**

We are looking to rebrand and reframe our careers, employability and placements offer and raise the awareness of our service amongst our student body. We have very low student engagement, lack an identity, have no consistent approaches to how we market ourselves or our comms to students (and employers but the priority is student engagement). We need to strengthen the presence and awareness of our service to achieve our strategic ambitions to improve Graduate Outcomes institutionally. We also have a university wide project to roll out named: Careers Passport which is a skills learning pathway and a key part of our strategic priority. This is planned to roll out by September which will form a key part of the brief.

We are a service that offers support for a small range of careers and employability interventions including:

* Compulsory 5 week placements embedded at L5 (500+)
* Placements Lectures
* General employability workshops -CVs/Cover Letter/application forms etc.
* 1-2-1 appointments
* Employer engagement
* Small Careers Fairs
* Handful of employer visits
* Promotion of vacancies

We have no physical dedicated ‘careers’ space on campus and have c.5000 students on campus with ambitious expansion plans to a city centre location and launch of new programmes.

We deliver standard university undergraduate and postgraduate degree programmes, we deliver a number of degree apprenticeships and also lead the sector in regards to our schools partnerships placements.

**What we require:**

We require a full service review with a view to refreshing our brand identity and associated messages, and collateral ready for the launch of the new academic year 2022

We will need the organisation to understand the culture and challenges that we face at Leeds Trinity University with student engagement, including understanding the motivation of the target audience and language that will resonate.

We will need the organisation to build an understanding of our existing approaches to student engagement and our service delivery.

**Consultation request for information:**

**Project management**

We would welcome detail such as how you would approach our service re brand, re-launch and launch of careers passport including example approaches, the breadth and depth of the review and how you will work to understand our requirements

*Market Operator’s Comments:*

**Project timescales**

We are looking for part of the delivery to be done by the end of July 2022 with a view to this rolling on into August 2022.

*Market Operator’s Comments:*

**Indictative pricing**

*Market Operator’s Comments:*

**Risk register**

|  |  |
| --- | --- |
| Risk  | Project Impact  |
| Insufficient time to procure and implement the solution | Solution will be delayed, and our risk especially around Safeguarding and Prevent will continue |
| University requirements not met | System solution unsuitable and expenditure wasted |
| End user buy-in is limited | If the end users do not engage with the system, then the benefits will not be achieved |

*Market Operator’s Comments:*

**Other**

Market operators are invited to provide any other pertinent information, or submit questions:

*Market Operator’s Comments:*

**Appendix 1 – Supplier information**

|  |  |  |
| --- | --- | --- |
| **About your company** | **Supplier information** | **Example information** |
| Supplier name |   | Leeds Trinity University |
| Company Registration Number |   | 06305220 |
| Address (Line 1) |   | BROWNBERRIE LANE |
| Address (Town) |   | HORSFORTH |
| Address (Postcode) |   | LS18 5HD |
| Company size (delete as appropriate) | Micro / Small / Medium / Large | Large |
| Turnover (last accounting year) £GBP | £ | £45,654,674 |
| Modern Slavery and Human Trafficking statement (enter URL or provide as attachment) |   | [Slavery and Human Trafficking Statement (leedstrinity.ac.uk)](https://www.leedstrinity.ac.uk/media/site-assets/documents/key-documents/pdfs/slavery-and-human-trafficking-statement.pdf) |
| Data Protection and Privacy policy (enter URL or provide as attachment) |   | [Privacy and cookies policy - Public information - About - Leeds Trinity University](https://www.leedstrinity.ac.uk/privacy-and-cookie-policy/) |
| **Your contact information in relation to this preliminary market consultation** |
| Contact Name |   | Mark Hayter |
| Contact Name email |   | m.hayter@leedstrinity.ac.uk |
| Telephone |   | 0113 2837100 |
| Mobile |   | n/a |
| **Information you are providing about potential solutions** |
| Description of solution and price structure (delete as appropriate) | Yes No | Please find attached "PFB028LTU Preliminary Market Consultation.docx" |
| Indicative price, set-up integration and testing (pre-business as usual) excluding VAT  | £ |  £10,000 |
| Indicative price (business as usual status) excluding VAT per year | £ |  £3,000 |
| Indicative price (total contract sum) excluding VAT over a four year term | £ |  £22,000 |
| **Supplementary information you are providing** |
| Company overview |   | [Home - Leeds Trinity University](https://www.leedstrinity.ac.uk/) |
| other (please overtype with description) |   |   |
| other (please overtype with description - extend table as necessary) |   |   |