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Tender

## **Media Buying Agency**

Ordnance Survey

F02: Contract notice

Notice identifier: 2021/S 000-002958

Procurement identifier (OCID): ocds-h6vhtk-0292f5

Published 12 February 2021, 4:32pm

## **Section I: Contracting authority**

### **I.1) Name and addresses**

Ordnance Survey

Romsey Road

Southampton

SO16 OAS

#### **Email**

[caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

#### **Telephone**

+44 2380505091

#### **Country**

United Kingdom

## **NUTS code**

UK - UNITED KINGDOM

## **Internet address(es)**

Main address

<https://www.delta-esourcing.com>

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-Southampton:-Marketing-services./YHG2Y5F2C2>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/>

Tenders or requests to participate must be submitted to the above-mentioned address

## **I.4) Type of the contracting authority**

Body governed by public law

## **I.5) Main activity**

Other activity

Geospatial

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Media Buying Agency

Reference number

BS2072.5050

### **II.1.2) Main CPV code**

- 79342000 - Marketing services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

Ordnance Survey are look for a media agency partner for Ordnance Survey, for digital and offline. The overarching scope is to provide media strategy, buying, optimisation and reporting, and creative production

### **II.1.5) Estimated total value**

Value excluding VAT: £2,800,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - UNITED KINGDOM

Main site or place of performance

UNITED KINGDOM

## **II.2.4) Description of the procurement**

Ordnance Survey are looking for a media agency partner for Ordnance Survey, for digital and offline. The overarching scope is to provide media strategy, buying, optimisation and reporting, and creative production

## **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £2,800,000

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

12 April 2021

End date

12 April 2025

This contract is subject to renewal

No

## **II.2.10) Information about variants**

Variants will be accepted: No

## **II.2.11) Information about options**

Options: No

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

15 March 2021

Local time

10:00am

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

15 March 2021

Local time

10:00am

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Southampton:-Marketing-services./YHG2Y5F2C2>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/YHG2Y5F2C2>

GO Reference: GO-2021212-PRO-17786401

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Ordnance Survey

Southampton

SO16 0AS

Email

[caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

Telephone

+44 2380505091

Country

United Kingdom

**VI.4.2) Body responsible for mediation procedures**

Ordnance Survey

Southampton

SO16 0AS

Email

[caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

Telephone

+44 2380505091

Country

United Kingdom