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Contract

Target marketing and communications

H M Revenue & Customs

F03: Contract award notice

Notice identifier: 2022/S 000-002986

Procurement identifier (OCID): ocds-h6vhtk-031244

Published 2 February 2022, 1:48pm

Section I: Contracting authority

I.1) Name and addresses

H M Revenue & Customs

Ralli Quays, 3 Stanley Street

Salford

M60 9LA

Contact

Ibrahim Mulla

Email

ibrahim.mulla@hmrc.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Direct and Indirect Taxes

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Target marketing and communications

Reference number

SR590467722

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

To conduct targeted marketing and communications activity at certain points throughout the year.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £98,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To conduct targeted marketing and communications activity at certain points throughout the year.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

option extend a further 12 months

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - procurement aiming at the creation or acquisition of a unique work of art or artistic performance

Explanation:

Below threshold requirement, lack of alternative providers for this specific service

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 January 2022

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

LIFECYCLE MARKETING (MOTHER & BABY) LIMITED

Buckinghamshire

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £98,000

Total value of the contract/lot: £98,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

LIFECYCLE MARKETING (MOTHER & BABY) LIMITED

Buckinghamshire

Country

United Kingdom