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Contract

## **SE1005 - Campaign Partnership Agency**

Sport England

F03: Contract award notice

Notice identifier: 2022/S 000-004741

Procurement identifier (OCID): ocds-h6vhtk-031921

Published 18 February 2022, 10:45pm

### **Section I: Contracting authority**

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

Sport England

21 Bloomsbury Street

London

WC1B 3HF

#### **Email**

[procurement@SportEngland.org](mailto:procurement@SportEngland.org)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://sportengland.bravosolution.co.uk/web/login.html>

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

Body governed by public law

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

General public services

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### **Section II: Object**

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

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

SE1005 - Campaign Partnership Agency

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

- 79342000 - Marketing services

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

Services

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

Marketing Partnership services for 2 years with the option to extend for a further 2 years

##### **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: £600,000

#### **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

Evolution of This Girl Can and Join the Movement campaigns into a partnership led movement from the as-led campaigns they currently are.

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

Quality criterion - Name: Ability to deliver the services / Weighting: 15%

Quality criterion - Name: Quality and Technical / Weighting: 15%

Quality criterion - Name: Project Plan & Timeline / Weighting: 15%

Quality criterion - Name: Added Value and Innovation / Weighting: 5%

Quality criterion - Name: Social Value / Weighting: 10%

Quality criterion - Name: Presentations / Weighting: 20%

Price - Weighting: 20%

#### **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**

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

- The procurement falls outside the scope of application of the regulations

Explanation:

Use of CCS Framework RM3774

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **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**

20 October 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 3

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

#### **V.2.3) Name and address of the contractor**

23Red

London

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)**

Total value of the contract/lot: £600,000

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## **Section VI. Complementary information**

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

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

Sport England

London

Country

United Kingdom