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Award

## **Digital Marketing**

Construction Industry Training Board

F15: Voluntary ex ante transparency notice

Notice identifier: 2025/S 000-004942

Procurement identifier (OCID): ocds-h6vhtk-04deaf

Published 13 February 2025, 2:05pm

## **Section I: Contracting authority/entity**

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

Construction Industry Training Board

Sand Martin House, Bittern Way

Peterborough

PE2 8TY

### **Contact**

Angela Moore

### **Email**

[angela.moore@citb.co.uk](mailto:angela.moore@citb.co.uk)

### **Telephone**

+44 3004567000

### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.citb.co.uk/>

Buyer's address

[www.citb.co.uk](http://www.citb.co.uk)

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

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

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

**II.1.1) Title**

Digital Marketing

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

CITB require a Digital Marketing Tool – Email, Web, SMS, Social, Events, Forms, Survey to leverage communications (multichannel) to employers, training groups, and adhoc

learners that exist in our CRM eco system. us to communicate on mass to our audience and serves 3 brands – CITB – Go Construct – NCC

#### **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: 167,760 USD

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

#### **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**

CITB require a Digital Marketing Tool – Email, Web, SMS, Social, Events, Forms, Survey to leverage communications (multichannel) to employers, training groups, and adhoc learners that exist in our CRM eco system. us to communicate on mass to our audience and serves 3 brands – CITB – Go Construct – NCC

#### **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:

An unsuccessful open tender exercise undertaken by the Construction Industry Training Board (CITB) was deemed a market failure due to no suitable bids being received. Due to the total contract spend being under the threshold for works and services, a decision has been taken within CITB to direct award to 'Click Dimensions', who are the incumbent supplier and are able to continue to deliver to CITB's service specification. A direct award will ensure there is no disruption to the ongoing service delivery of CITB's Digital Marketing

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

The procurement is covered by the Government Procurement Agreement: No

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract**

10 February 2025

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

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

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

ClickDimensions

5901 Peachtree Dunwood Road Suit C370

Atlanta

GA 30328

Country

United States

NUTS code

- US - United States

National registration number

US

The contractor/concessionaire is an SME

No

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

Initial estimated total value of the contract/lot/concession: 167,760 USD

Total value of the contract/lot/concession: 167,760 USD

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## **Section VI. Complementary information**

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

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=924761593>

GO Reference: GO-2025213-PRO-29422991

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

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

Construction Industry Training Board

Sand Martin House, Bittern Way

Peterborough

PE2 8TY

Country

United Kingdom