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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

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

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

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

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

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