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Tender

## **Marketing Agency to support go to market in B2B sectors**

Ordnance Survey Limited

F02: Contract notice

Notice identifier: 2023/S 000-007087

Procurement identifier (OCID): ocds-h6vhtk-03b1e6

Published 10 March 2023, 2:26pm

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

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

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

#### **Contact**

Caroline Eadie

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.ordnancesurvey.uk](http://www.ordnancesurvey.uk)

**I.3) Communication**

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

[www.in-tendhost.co.uk/os](http://www.in-tendhost.co.uk/os)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.in-tendhost.co.uk/os](http://www.in-tendhost.co.uk/os)

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**

General public services

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## **Section II: Object**

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

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

Marketing Agency to support go to market in B2B sectors

Reference number

BS.0038

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

- 79340000 - Advertising and marketing services

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

Services

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

OS is seeking a B2B agency partner to assist with a broad range of go-to-market (GTM) activity in order to drive demand and fuel sales pipelines in target segments, activate and enable channel partners, and package/position new service propositions for GTM.

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

Value excluding VAT: £625,000

#### **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

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

This is not divided into LOTS

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

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

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

Start date

30 May 2023

End date

29 May 2026

This contract is subject to renewal

No

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

Variants will be accepted: Yes

#### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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: Yes

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

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

Date

11 April 2023

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

11 April 2023

Local time

10:00am

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Ordnance Survey

Adanac Drive

Southampton

SO160AS

Email

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

Country

United Kingdom

Internet address

[www.ordnancesurvey.uk](http://www.ordnancesurvey.uk)

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

Ordnance Survey

Adanac Drive

Southampton

SO160AS

Email

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

Country

United Kingdom