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Contract

## **Integrated Digital Platform for CPD, Careers and Professional Membership**

The Institute for Agriculture and Horticulture

F03: Contract award notice

Notice identifier: 2022/S 000-007117

Procurement identifier (OCID): ocds-h6vhtk-02df5f

Published 16 March 2022, 10:19am

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

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

The Institute for Agriculture and Horticulture

1 St James Court

Norwich

NR3 1RU

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

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

Main address

[www.tiah.org](http://www.tiah.org)

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

Body governed by public law

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

Other activity

Publicly funded professional membership body for the agriculture and horticulture sectors

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## **Section II: Object**

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

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

Integrated Digital Platform for CPD, Careers and Professional Membership

Reference number

TIAH001CPD

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

- 72000000 - IT services: consulting, software development, Internet and support

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

Services

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

TIAH as the contracting authority require an economic operator to support all aspects of their development, launch and running of a membership and learning management system / online platform.

The platform that is developed must have the capability of providing all aspects of the authority's online experience for external users (visitors and members), internal users and partners. The platform must include a wide range of facilities including but not limited to a user profiling capability to deliver personalized experiences for platform visitors, managing

and delivering digital learning, e-learning, blended learning, learning pathways, gamification, virtual instructor led training and instructor led training to users, with e-learning delivered directly by the authority and / or its training partners.

The platform must have the capability of being marketed on and offline using techniques including but not limited online advertising, social media marketing, and search engine optimization. It must be capable of supporting different commercial offers such as a range of pricing and subscription offers, memberships and potentially other commercial offers that may include bulk discounts and / or limited time offers.

#### **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: £1,250,000

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

#### **II.2.2) Additional CPV code(s)**

- 48211000 - Platform interconnectivity software package
- 48224000 - Web page editing software package
- 48312000 - Electronic publishing software package
- 48333000 - Contact management software package
- 48445000 - Customer Relation Management software package
- 80420000 - E-learning services

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

NUTS codes

- UK - United Kingdom

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

TIAH as the contracting authority require an economic operator to support all aspects of their development, launch and running of a membership and learning management system / online platform.

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authority's online experience for external users (visitors and members), internal users and partners. The platform must include a wide range of facilities including but not limited to a user profiling capability to deliver personalized experiences for platform visitors, managing and delivering digital learning, e-learning, blended learning, learning pathways, gamification, virtual instructor led training and instructor led training to users, with e-learning delivered directly by the authority and / or its training partners.

The platform must have the capability of being marketed on and offline using techniques including but not limited online advertising, social media marketing, and search engine optimization. It must be capable of supporting different commercial offers such as a range of pricing and subscription offers, memberships and potentially other commercial offers that may include bulk discounts and / or limited time offers.

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

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

3 x 12 Month optional extensions

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-022512](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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

### **Contract No**

1

### **Title**

TIAH001CPD

A contract/lot is awarded: Yes

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

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

21 January 2022

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

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

Placecube Limited

1 London Street

Reading

RG1 4PN

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: £1,800,000

Total value of the contract/lot: £1,800,000

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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## **Section VI. Complementary information**

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

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

The Institute for Agriculture and Horticulture

1 St James Court

Norwich

NR3 1RU

Country

United Kingdom

Internet address

[www.tiah.rorg](http://www.tiah.rorg)