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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): ocids-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

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

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

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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.

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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

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

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

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