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Contract

## **Campaign Creative Agency**

Sport England

F03: Contract award notice

Notice identifier: 2022/S 000-010999

Procurement identifier (OCID): ocds-h6vhtk-033194

Published 28 April 2022, 4:25pm

## **Section I: Contracting authority**

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

Sport England

21 Bloomsbury Street

London

WC1B 3HF

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

<https://sportengland.bravosolution.co.uk/web/login.html>

## **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**

Campaign Creative Agency

Reference number

SE1006

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

- 79342000 - Marketing services

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

Services

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

Contract awarded to Most Economically Advantageous Tender. Procured via CCS Framework: Campaign Services (RM3774)

#### **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: £910,000

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

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

NUTS codes

- UK - United Kingdom

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

Sport England as the contracting authority is tendering for the supply of integrated strategic marketing, campaign and communications services. Sport England is seeking through this tendering process to award a contract] with a suitably capable Contractor to provide these (Services) for an Initial term of 24 months and a unilateral option of Sport England to extend for further periods up to a maximum of 12 months.

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

Quality criterion - Name: Advise and Expertise / Weighting: 15%

Quality criterion - Name: Audience and Understanding / Weighting: 15%

Quality criterion - Name: Campaign Strategy / Weighting: 15%

Quality criterion - Name: Ways of Working / Weighting: 5%

Quality criterion - Name: Supplier Pitches / Weighting: 20%

Cost criterion - Name: Price / Weighting: 30%

### **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:

Procurement via CCS Framework - Campaign Services - RM3774

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

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

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

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

7 April 2021

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

Number of tenders received: 3

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

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

FCM Inferno Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £910,000

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## **Section VI. Complementary information**

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

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

Sport England

London

Country

United Kingdom