

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/010999-2022>

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

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

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

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Sport England

London

Country

United Kingdom