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Tender

Brand Health and Campaign Tracking Services

Ordnance Survey Limited

F02: Contract notice

Notice identifier: 2024/S 000-018882

Procurement identifier (OCID): ocids-h6vhtk-047112

Published 19 June 2024, 12:05pm

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

Country

United Kingdom

NUTS code

UKJ32 - Southampton

Internet address(es)

Main address

www.os.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

Additional information can be obtained from the above-mentioned address

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

Other activity

National Mapping

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand Health and Campaign Tracking Services

Reference number

BS.0207

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Ordnance Survey Ltd is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website. OS requires a market research agency that can conduct quantitative brand tracking research into a clear report with actionable recommendations for how to improve. This research should not seek to duplicate our existing customer sentiment programme which already captures perceptions of OS amongst our current customers. The term of the contract will be for 2 years, with an option to extend the contract annually for a further 3 years.

II.1.5) Estimated total value

Value excluding VAT: £522,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

II.2.4) Description of the procurement

Ordnance Survey Ltd is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. OS is a private limited company (company registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology. Research Brief: Measuring Ordnance Surveys' brand health and campaign success. Project Background Ordnance Survey (OS) trusted location data and expertise is helping to build a modern digital Britain, which can show the world how to see a better place; by creating sustainable, healthy, and connected societies. Whether it's helping more people to enjoy healthier lives outdoors, managing climate change risk, or connecting people to public services, our customers use location intelligence to get a greater understanding of the places where we live and work. We have bold ambitions and an exciting vision for our future: To be recognised as world leaders in geospatial services, creating location insight for positive impact. There are three customer groups that are critical to achieving our vision and that will ensure our future success and growth: · Leisure customers (those seeking to have fun outside); · Public Sector decision makers (those requiring location-based information to inform decisions); and · Business customers (those seeking to build solutions using Ordnance Survey data or using data to inform decisions). OS campaigns and marketing activities for 2024 are focused on growing the use of our data and services amongst these audiences by increasing awareness of what we can offer and what we do. To understand the success of our marketing activities, OS is seeking an innovative research agency with an established approach to measuring brand funnel metrics and other brand health indicators with a view to understanding the return on investment from campaign activities being conducted over the next 5 years. OS requires a market research agency that can conduct quantitative brand tracking research into a clear report with actionable recommendations for how to improve. This research should not seek to duplicate our existing customer sentiment programme which already captures perceptions of OS amongst our current customers. The duration of the contract is two years with the option to extend for a further three years, subject to performance. The total contract value is £522,000. OS cannot guarantee volume or spend.

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The term of the contract will be for 2 years, with an option to extend the contract annually for a further 3 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The term of the contract will be for 2 years, with an option to extend the contract annually for a further 3 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Selection criteria as stated in the procurement documents

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

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

5 August 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

5 August 2024

Local time

12:00pm

Place

Southampton

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Estimated timing for further notices to be published: 2 to 3years

VI.4) Procedures for review

VI.4.1) Review body

High Courts of Justice

The Royal Court of Justice

London

WC2A2LL

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

In accordance with Regulation 86 (notices of decisions to award a contract), Regulation 87 (standstill period) and Regulations 91 (enforcement of duties through the Court) of the Public Contracts Regulations 2015 (as amended).