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Contract

## **Marketing Strategy and Communications**

Cantium Business Solutions Ltd

F03: Contract award notice

Notice identifier: 2021/S 000-019546

Procurement identifier (OCID): ocds-h6vhtk-02bc84

Published 12 August 2021, 9:59am

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

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

Cantium Business Solutions Ltd

Worrall House, Kings Hill

West Malling

ME19 4AE

#### **Email**

[contractsprocurement@cantium.solutions](mailto:contractsprocurement@cantium.solutions)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

#### **National registration number**

11242115

**Internet address(es)**

Main address

<http://www.cantium.solutions>

Buyer's address

<http://www.cantium.solutions>

**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**

Marketing Strategy and Communications

Reference number

DN550476

**II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Cantium Business Solutions (Cantium) is a Local Authority Trading Company (LATCo), whose ultimate parent company is Kent County Council (KCC). Cantium provides tailored

ICT, HR and Finance services to its customers across the UK, including support for all Kent County Council offices and over 600 Schools. We're proud of our Public Sector heritage, which has given us a foundation in business delivery and infrastructure insight. This uniquely enables us to drive innovation and progressive practices to deliver the best value for our clients.

Cantium is looking to appoint a Marketing Strategy and Communications agency to assist in driving its growth ambitions forwards.

The contract is for a maximum length of 36 months based on an initial fixed 12-month period, after which a 3-months break clause will apply to the balance of the term. The contract will expire in its

entirety after 36 months or earlier if the break clause is applied.

The estimated total contract value based on a 36-month term is approximately £500,000. This is an indicative value of expected expenditure and not a committed spend. Spend will be based on buyer need only.

#### **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: £500,000

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

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

- 79300000 - Market and economic research; polling and statistics

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

NUTS codes

- UK - United Kingdom

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

Cantium Business Solutions (Cantium) is a Local Authority Trading Company (LATCo), whose ultimate parent company is Kent County Council (KCC). Cantium provides tailored ICT, HR and Finance services to its customers across the UK, including support for all Kent County Council offices and over 600 Schools. We're proud of our Public Sector heritage, which has given us a foundation in business delivery and infrastructure insight.

This uniquely enables us to drive innovation and progressive practices to deliver the best value for our clients.

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

Quality criterion - Name: Mandatory Requirements and Tender Forms / Weighting: 40%

Quality criterion - Name: Value Added Services / Weighting: 20%

Price - Weighting: 40%

#### **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**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-013585](#)

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

### **Contract No**

DN550476

A contract/lot is awarded: Yes

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

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

12 August 2021

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

Number of tenders received: 9

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

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

fatBuzz Ltd

Glasgow

G41 1AA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

SC309003

The contractor is an SME

Yes

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

Total value of the contract/lot: £500,000

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## **Section VI. Complementary information**

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

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

Cantium Business Solutions Ltd

West Malling

ME19 4AE

Country

United Kingdom