

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/021520-2021>

Contract

## **Defra Communications Creative Campaign**

Defra Network eTendering Portal

F03: Contract award notice

Notice identifier: 2021/S 000-021520

Procurement identifier (OCID): ocds-h6vhtk-02db7f

Published 31 August 2021, 10:44pm

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

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

Defra Network eTendering Portal

17 Nobel House

London

SW1P 3JR

#### **Email**

[dgc.corporateservices@defra.gov.uk](mailto:dgc.corporateservices@defra.gov.uk)

#### **Telephone**

+44 2072385921

#### **Country**

United Kingdom

## **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

<https://defra.bravosolution.co.uk>

## **I.4) Type of the contracting authority**

Ministry or any other national or federal authority

## **I.5) Main activity**

Environment

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Defra Communications Creative Campaign

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

- 79341400 - Advertising campaign services

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

Services

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

To develop and perform the creative communications campaign for Defra-run Fishing/Angling licences and possible future communications campaigns.

#### **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: £575,000

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

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

NUTS codes

- UK - United Kingdom

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

Communications Campaign for Defra provided fishing and angling licenses and potential other campaigns

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

Price

#### **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:

Contract was competed against Crown Commercial Services framework RM3774 (Campaign Solutions) in accordance with the rules of that framework.

#### **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**

24 August 2021

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

Number of tenders received: 1

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

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

23red Limited

London

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)**

Total value of the contract/lot: £575,000

---

## **Section VI. Complementary information**

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

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

Crown Commercial Services

Liverpool

Country

United Kingdom