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Contract

Database management, campaign management, data hosting and bespoke database solutions

Post Office Ltd

F20: Modification notice

Notice identifier: 2024/S 000-022517

Procurement identifier (OCID): ocids-h6vhtk-0482e9

Published 19 July 2024, 2:18pm

Section I: Contracting authority/entity

I.1) Name and addresses

Post Office Ltd

100 wood street

london

Email

procurement@postoffice.co.uk

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

02154540

Internet address(es)

Main address

WWW.POSTOFFICE.COM

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Database management, campaign management, data hosting and bespoke database solutions

Reference number

C100382

II.1.2) Main CPV code

- 72300000 - Data services

II.1.3) Type of contract

Services

II.2) Description

II.2.1) Title

Database management, campaign management, data hosting and bespoke database solutions

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement at the time of conclusion of the contract:

Database management, campaign management, data hosting and bespoke database solutions

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

48

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2019/S 060-139229](#)

Section V. Award of contract/concession

Contract No

NA

Lot No

NA

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

16 December 2020

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Rapp Ltd T/A Code Worldwide

First Floor, The Galleria, Station Road

crawley

RH10 1WW

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

01581935

The contractor/concessionaire is an SME

No

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £4,864,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

London

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 72300000 - Data services

VII.1.2) Additional CPV code(s)

- 79342000 - Marketing services

VII.1.3) Place of performance

NUTS code

- UK - United Kingdom

VII.1.4) Description of the procurement:

Database management, hosting, campaign management, bespoke data solutions

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Duration in months

48

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£4,864,000

VII.1.7) Name and address of the contractor/concessionaire

Rapp Ltd T/A Code Worldwide

Crawley

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

01581935

The contractor/concessionaire is an SME

No

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The modification does not alter the overall nature of the contract because it codifies ways of working that are similar in nature to those that were provided under the original contract and introduces data mapping and customer segmentation services that are incidental to those new ways of working. The services pre modification were database hosting, data management, database maintenance and campaign management. Following the addition of new ways of working, data mapping and customer segmentation services, the overall nature of the contract remains the provision of database hosting, data management, database maintenance and campaign management services.

The increase in spend is less than 50% of the original contract value. The original contract value was £4,864,000. The modification is valued £1,800,000, which is 37% of the original contract value

VII.2.2) Reasons for modification

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

The modification is permissible under regulation 72(1)(c) of the Public Contracts Regulations 2015.

The need for the Modification has been brought about by circumstances which a diligent contracting authority could not have foreseen because (i) customer behaviour changed significantly due to Covid, with digital adoption accelerating by c.9 years. POL has, therefore, had to pivot data and tech capabilities to align with this including new customer segmentation, data mapping, and mapping tech/analytical capabilities; and (ii) Google

(and other platforms/publishers) are removing the ability to target customers using traditional tracking mechanisms and third-party cookies thus placing the responsibility on businesses to use their own first and zero party data to target and retarget customers. These events have been outside POL's control and anticipation and have necessitated POL to modify its contract with RAPP. In order to remain relevant and competitive in light of the aforementioned events, POL had to put in place ways of working, including data mapping and customer segmentation, to leverage POL data across all marketing and web channels to provide customers with personalised experiences and to optimise POL spend in paid media.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £4,864,000

Total contract value after the modifications

Value excluding VAT: £6,664,000