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Tender

## Marketing Engagement Platform

Ordnance Survey Ltd

F02: Contract notice

Notice identifier: 2024/S 000-024047

Procurement identifier (OCID): ocids-h6vhtk-04868f

Published 31 July 2024, 5:43pm

### Section I: Contracting authority

#### I.1) Name and addresses

Ordnance Survey Ltd

Adanac Drive

Southampton

#### Email

[katy.shorrocks@os.uk](mailto:katy.shorrocks@os.uk)

#### Country

United Kingdom

#### NUTS code

UKJ3 - Hampshire and Isle of Wight

#### Internet address(es)

Main address

<https://www.ordnancesurvey.co.uk/>

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/os/aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/os/aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Other type

Public Corporation

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

Other activity

Geospatial Mapping Services

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## **Section II: Object**

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

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

Marketing Engagement Platform

Reference number

TS2634.2023

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

- 48000000 - Software package and information systems

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

Supplies

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

Ordnance Survey Ltd (OS) 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. The Consumer element of OS provides customers with products and services that help make their activity more enjoyable, accessible, and safe. From physical paper maps to outdoor accessories and popular mobile apps. Listening to customers and evolving to meet their needs is key to OS' approach in a rapidly changing world. The Consumer mission is to help more people to get outside more often so they can live longer, stay younger and enjoy life more.

#### **II.1.5) Estimated total value**

Value excluding VAT: £500,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 48000000 - Software package and information systems

**II.2.3) Place of performance**

NUTS codes

- UKJ32 - Southampton

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

Ordnance Survey Ltd (OS) 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. The Consumer element of OS provides customers with products and services that help make their activity more enjoyable, accessible, and safe. From physical paper maps to outdoor accessories and popular mobile apps. Listening to customers and evolving to meet their needs is key to OS' approach in a rapidly changing world. The Consumer mission is to help more people to get outside more often so they can live longer, stay younger and enjoy life more. OS is seeking to procure a Commercial off-the-shelf (COTS) Marketing Engagement Platform to improve communication with customers via multiple channels (including email, in-app notifications, and push notifications). OS would like to utilise the solution to aid its ambitious growth plans for E-Commerce and OS Maps. The outputs will enable the creation of personalised marketing content to improve the user experience within the OS Maps app and within the store to facilitate an increase in volume of both shop sales and subscription upgrades. This contract will be for three years with the option to extend annually for a further two years (3+1+1). Therefore, if all extensions were taken, the full length of the contract would be for five years. The contract start date is anticipated to be 1 November 2024, with Phase 1 integrations completed by 1 March 2025

**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

36

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

This contract will be for three years with the option to extend annually for a further two years (3+1+1). Therefore, if all extensions were taken, the full length of the contract would be for five years. The contract start date is anticipated to be 1 November 2024, with Phase 1 integrations completed by 1 March 2025.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

TS2634.2023

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## **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

N/A

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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: Yes

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

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

2 September 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

2 September 2024

Local time

12:00pm

Place

Tenders will be electronically sealed and cannot be opened until the stated deadline.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

High Courts of Justice

London

Country

United Kingdom