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Tender

Marketing Engagement Platform

Ordnance Survey Ltd

F02: Contract notice

Notice identifier: 2024/S 000-024047

Procurement identifier (OCID): ocds-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

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/asp/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/asp/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

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

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

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.

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