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Contract

Marketing Agency to support go to market in B2B sectors

Ordnance Survey Limited

F03: Contract award notice

Notice identifier: 2023/S 000-028004

Procurement identifier (OCID): ocds-h6vhtk-03b1e6

Published 22 September 2023, 10:38am

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

Contact

Caroline Eadie

Email

caroline.eadie@os.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.ordnancesurvey.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Agency to support go to market in B2B sectors

Reference number

BS.0038

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

OS is seeking a B2B agency partner to assist with a broad range of go-to-market (GTM)

activity in order to drive demand and fuel sales pipelines in target segments, activate and enable channel partners, and package/position new service propositions for GTM.

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: £625,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is not divided into LOTS

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

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-007087](#)

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

29 June 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

April Six Limited

Barnstaple

Country

United Kingdom

NUTS code

- UKK4 - Devon

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £625,000

Total value of the contract/lot: £625,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Ordnance Survey

Adanac Drive

Southampton

SO160AS

Email

caroline.eadie@os.uk

Country

United Kingdom

Internet address

www.ordnancesurvey.uk

VI.4.2) Body responsible for mediation procedures

Ordnance Survey

Adanac Drive

Southampton

SO160AS

Email

caroline.eadie@os.uk

Country

United Kingdom