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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](mailto:caroline.eadie@os.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.ordnancesurvey.uk](http://www.ordnancesurvey.uk)

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

Body governed by public law

**I.5) Main activity**

General public services

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**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

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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.2.1) Previous publication concerning this procedure**

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

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## **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

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## **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](mailto:caroline.eadie@os.uk)

Country

United Kingdom

Internet address

[www.ordnancesurvey.uk](http://www.ordnancesurvey.uk)

#### **VI.4.2) Body responsible for mediation procedures**

Ordnance Survey

Adanac Drive

Southampton

SO160AS

Email

[caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

Country

United Kingdom