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Contract

## **UKHO Marketing Expertise**

UK Hydrographic Office

F03: Contract award notice

Notice identifier: 2024/S 000-032822

Procurement identifier (OCID): ocds-h6vhtk-0472cd

Published 11 October 2024, 2:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

UK Hydrographic Office

Admiralty Way

Taunton

TA1 2DN

#### **Email**

[procurement@ukho.gov.uk](mailto:procurement@ukho.gov.uk)

#### **Telephone**

+44 1823443280

#### **Country**

United Kingdom

#### **Region code**

UKK23 - Somerset

**Internet address(es)**

Main address

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

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Ministry or any other national or federal authority

**I.5) Main activity**

Defence

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**Section II: Object**

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

**II.1.1) Title**

UKHO Marketing Expertise

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Marketing Expertise split across 5 lots.

PR & Media

Channel

Photography

Experiential

Brand

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

This contract is divided into lots: Yes

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £3,450,000

## **II.2) Description**

### **II.2.1) Title**

PR & Media

Lot No

Lot 1

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

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKK23 - Somerset

Main site or place of performance

Somerset

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

Marketing Expertise - PR & Media

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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

Options: Yes

Description of options

1 year extension option

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

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Channel Marketing

Lot No

Lot 2

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

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKK23 - Somerset

Main site or place of performance

Somerset

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

Channel Marketing

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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

Options: Yes

Description of options

1 year option

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

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Photography

Lot No

Lot 3

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

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKK23 - Somerset

Main site or place of performance

Somerset

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

Photography

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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

Options: Yes

Description of options

1 year option

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

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Experiential

Lot No

Lot 4

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

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKK23 - Somerset

Main site or place of performance

Somerset

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

Experiential Marketing

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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

Options: Yes

Description of options

1 year option

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

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Brand

Lot No

Lot 5

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

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKK23 - Somerset

Main site or place of performance

Somerset

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

Brand Marketing

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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

Options: Yes

Description of options

1 year option

#### **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: No

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

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-019573](#)

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## **Section V. Award of contract**

### **Contract No**

4600000718

### **Title**

PR & Media

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 October 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 10

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

#### **V.2.3) Name and address of the contractor**

April Six Ltd

The Old Saw Mills

Barnstaple

Country

United Kingdom

NUTS code

- UKK4 - Devon

National registration number

03988503

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: £1,000,000

Total value of the contract/lot: £1,000,000

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**Section V. Award of contract**

**Contract No**

4600000722

**Title**

Channel

A contract/lot is awarded: Yes

**V.2) Award of contract**

**V.2.1) Date of conclusion of the contract**

9 October 2024

**V.2.2) Information about tenders**

Number of tenders received: 3

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

**V.2.3) Name and address of the contractor**

Nelson Bostock Group Limited

7-11 Lexington Street

London

Country

United Kingdom

NUTS code

- UKI - London

National registration number

02143374

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: £600,000

Total value of the contract/lot: £600,000

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## **Section V. Award of contract**

### **Contract No**

4600000719

### **Title**

Photography

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

8 October 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 4

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

**V.2.3) Name and address of the contractor**

Media Zoo Limited

8 The Boulevard

London

Country

United Kingdom

NUTS code

- UKI - London

National registration number

04655948

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: £150,000

Total value of the contract/lot: £150,000

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**Section V. Award of contract**

**Contract No**

4600000720

**Title**

Experiential

A contract/lot is awarded: Yes

**V.2) Award of contract**

**V.2.1) Date of conclusion of the contract**

8 October 2024

**V.2.2) Information about tenders**

Number of tenders received: 6

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

**V.2.3) Name and address of the contractor**

DRP UK Ltd

212 Ikon Estate

Kidderminster

Country

United Kingdom

NUTS code

- UKG12 - Worcestershire

National registration number

03653794

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £700,000

Total value of the contract/lot: £700,000

## **Section V. Award of contract**

### **Contract No**

4600000721

### **Title**

Brand

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

8 October 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 12

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

#### **V.2.3) Name and address of the contractor**

Radley Yeldar

24 Charlotte Road

London

Country

United Kingdom

NUTS code

- UKI - London

National registration number

02049294

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: £1,000,000

Total value of the contract/lot: £1,000,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=895115540>

GO Reference: GO-20241011-PRO-28060117

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

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

UK Hydrographic Office

Admiralty Way

Taunton

TA1 2DN

Telephone

+44 1823443280

Country

United Kingdom