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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

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

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

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](#)

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

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

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

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

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