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Tender

## **Paid Search Services**

Ordnance Survey Limited

F02: Contract notice

Notice identifier: 2023/S 000-036174

Procurement identifier (OCID): ocds-h6vhtk-0422a9

Published 8 December 2023, 10:40am

### **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**

UKJ32 - Southampton

**Internet address(es)**

Main address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://in-tendhost.co.uk/os>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Other activity

National Mapping

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## **Section II: Object**

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

#### **II.1.1) Title**

Paid Search Services

Reference number

BS.0087

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Ordnance Survey Limited (OS) are looking to find an agency to manage all our UK paid search and app campaign activity across Google (including Performance Max, GACs), Bing and Apple Search as well as managing our Amazon Advertising to drive sales via Amazon. The term of the contract is two years with the option to extend for a further two years, extending one year at a time, subject to performance. OS may also be looking to undertake some international activity, and therefore there may be an opportunity to support some international activity. The paid search media budget for FY23/24 is approx. £750k and this is paid directly to Google/Bing/Apple/Amazon. However, OS may require the awarded agency to make the search payments on Ordnance Survey Leisure Limited's behalf, if required in the future. If OS requires this service, it will be included in the retainer costs. The award of this contract does not guarantee this level of activity and spend, as this may fluctuate year on year.

#### **II.1.5) Estimated total value**

Value excluding VAT: £3,300,000

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

This contract is divided into lots: No

### **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79342100 - Direct marketing services
- 79342000 - Marketing services

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

NUTS codes

- UKJ32 - Southampton

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

Ordnance Survey (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. Further information on us can be found on our website <http://www.os.uk>. Ordnance Survey Leisure Limited (OSL) is a subsidiary of Ordnance Survey, and there may be some spend with OSL. We are working to ensure we are a foundational element for outdoor activity and adventure. Within the wider organisation, Ordnance Survey Leisure (also referred to as Consumer) is the consumer face of the business; the core brand carrier, showcasing our market-leading geographical information and ensuring that the brand remains relevant. In doing this we aim to build the brand, acquire new customers, inspire customers, and drive profitable sales. The purpose of this tender is to find an agency to manage all our UK paid search and app campaign activity across Google (including Performance Max and GACs), Bing, and Apple Search as well as manage our Amazon Advertising to drive sales via Amazon. The duration of the contract is two years with the option to extend for a further two years, extending one year at a time, subject to performance. OS may also be looking to undertake some international activity, and therefore there may be an opportunity to support on some international activity.

### **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

48

This contract is subject to renewal

Yes

Description of renewals

The term of the contract will be for 2 years, with an option to extend the contract annually for a further 2 years. Therefore if all extensions were taken the full term of the contract would be for 4 years.

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

The term of the contract will be for 2 years, with an option to extend the contract annually for a further 2 years. Therefore if all extensions were taken the full term of the contract would be for 4 years.

#### **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 III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

## **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

15 January 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

15 January 2024

Local time

12:00pm

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 2-4 years

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

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

High Courts of Justice

The Royal Court of Justice

London

WC2A2LL

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In accordance with Regulation 86 (notices of decisions to award a contract), Regulation 87 (standstill period) and Regulations 91 (enforcement of duties through the Court) of the Public Contracts Regulations 2015 (as amended).