

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/037186-2025>

Contract

Google Analytics 360 (Premium) including Support

Corporate Officer of the House of Commons
Corporate Officers of the House of Commons
Corporate Officers of the House of Lords

F03: Contract award notice

Notice identifier: 2025/S 000-037186

Procurement identifier (OCID): ocids-h6vhtk-055876

Published 3 July 2025, 3:23pm

Section I: Contracting authority

I.1) Name and addresses

Corporate Officer of the House of Commons

Parliament Square

LONDON

SW1A 0AA

Contact

Neginah Stephenson

Email

pcd@parliament.uk

Country

United Kingdom

Region code

UKI32 - Westminster

National registration number

210715608

Internet address(es)

Main address

<https://www.parliament.uk/>

Buyer's address

<https://www.parliament.uk/>

I.1) Name and addresses

Corporate Officers of the House of Commons

Palace of Westminster

London

SW1A 0PW

Email

pcd@parliament.uk

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

<https://www.parliament.uk/>

Buyer's address

<https://www.parliament.uk/>

I.1) Name and addresses

Corporate Officers of the House of Lords

Palace of Westminster

London

SW1A 0PW

Email

pcd@parliament.uk

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

<https://www.parliament.uk/>

Buyer's address

<https://www.parliament.uk/>

I.2) Information about joint procurement

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law

England and Wales

PCR 2015

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

IT related services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Google Analytics 360 (Premium) including Support

Reference number

PI1301736

II.1.2) Main CPV code

- 72260000 - Software-related services

II.1.3) Type of contract

Services

II.1.4) Short description

Google Analytics 360 (Premium) hosted, SaaS web analytics platform used for measurement of websites and marketing channels.

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: £315,360

II.2) Description

II.2.2) Additional CPV code(s)

- 72260000 - Software-related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This contract is for Google Analytics 360 (Premium) including Support procured via the online catalogue on G-Cloud 14 Framework. Call-off Order awarded following the completion of a Longlist and shortlisting process.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

Optional 1 x 12 month extension

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The Call off contract was awarded under the G-Cloud 14 framework agreement (RM1557.14), Lot 2: Cloud Software. Under this framework there is the option for direct award, where the buyer has short listed suppliers and evaluated the most appropriate service offering.

Awarded of a call-off order for a standard service offering via the online catalogue on CCS G-Cloud 14 Framework, via a longlist and shortlisting process.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

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

28 February 2025

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

MERKLE UK ONE LIMITED

10 Triton Street, Regents Place, London, NW1 3BF

London

NW1 3BF

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04238272

Internet address

<http://www.dbg.co.uk>

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: £315,360

Total value of the contract/lot: £315,360

Section VI. Complementary information

VI.3) Additional information

Please note this is a joint procurement with the Corporate Officer of the House of Commons and Corporate Officer of the House of Lords.

Publication of the contract award notice was delayed due to unforeseen technical issues with the e-procurement portal, which have since been resolved. The notice has now been published in accordance with the transparency requirements under the PCR 2015 and In line with the guidance on reasonable publication timeframes.

VI.4) Procedures for review

VI.4.1) Review body

The High Court of England and Wales

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<http://judiciary.uk/highcourt>

VI.4.2) Body responsible for mediation procedures

The High Court of England and Wales

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<http://judiciary.uk/highcourt>

VI.4.4) Service from which information about the review procedure may be obtained

The High Court of England and Wales

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<http://judiciary.uk/highcourt>