

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/038105-2024>

Tender

Customer Relationship Management Services

London Legacy Development Corporation

F02: Contract notice

Notice identifier: 2024/S 000-038105

Procurement identifier (OCID): ocds-h6vhtk-042a33

Published 26 November 2024, 10:05am

Section I: Contracting authority

I.1) Name and addresses

London Legacy Development Corporation

5 Endeavour Square

London

E20 1JN

Contact

Fotis Bountalis

Email

Procurement@londonlegacy.co.uk

Telephone

+44 74000000

Country

United Kingdom

Region code

UKI4 - Inner London – East

Internet address(es)

Main address

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

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Business-services:-law%2C-marketing%2C-consulting%2C-recruitment%2C-printing-and-security./986S2C2G37>

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

Other type

Mayoral Development Corporation

I.5) Main activity

Other activity

Regeneration

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Customer Relationship Management Services

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

London Legacy Development Corporation (LLDC) require a strategic CRM marketing agency to deliver a CRM solution for Queen Elizabeth Olympic Park (QEOP), London Stadium (LS) and SHIFT to deliver a B2C and B2B CRM Solution which will empower conversations with Park partners and prospects to drive revenue. This contract will be let also for the benefit of GLA Group.

Our new CRM solution must have the ability to ingest data from multiple sources and add new data feeds as we expand the Park-wide CRM solution. The estimated total spend (including any ad-hoc provisions) is £450k for the duration of: up to 6 months mobilisation period, 4 years plus additional 2 years (on 1+1 basis subject to authority's discretion).

II.1.5) Estimated total value

Value excluding VAT: £450,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI4 - Inner London – East

Main site or place of performance

Inner London – East

II.2.4) Description of the procurement

We are looking for a marketing agency to deliver a service which will include:

1. sending marketing communications to both our B2C and B2B audiences
2. provide a B2B sales funnel / stakeholder management solution.
3. provide a single view of our diverse audiences.
4. deliver a technical solution that is GDPR compliant
5. support our wider marketing our goals as we move forwards into an exciting time for the Park and Stadium

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £450,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

78

This contract is subject to renewal

Yes

Description of renewals

A retender will take place on year 4 or additional year 1.

II.2.10) Information about variants

Variants will be accepted: No

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

II.2.14) Additional information

Duration of contract:

4-6 months Migration build

+ 4 years main contract

Extension options for 1+1 years

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Bidders proposing to use Microsoft Dynamics should exclude the costs of the MS Dynamics Licence (LLDC will combine the internal cost of MS Dynamics licence to the bids costs for the purpose of evaluation).

Bidders proposing to use a different solution need to include the costs associated with their technology solution.

None of the above can be beyond the £450k for duration of 6 years & up to 6 months mobilisation

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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

KPIs are in the specifications

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

Accelerated procedure

Justification:

21 days as we are using an electronic tendering tool

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 000-000001](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

18 December 2024

Local time

11:00am

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

18 December 2024

Local time

1:00pm

Place

LLDC Offices

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Business-services:-law%2C-marketing%2C-consulting%2C-recruitment%2C-printing-and-security./986S2C2G37>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/986S2C2G37>

GO Reference: GO-20241125-PRO-28657526

VI.4) Procedures for review

VI.4.1) Review body

London Legacy Development Corporation

Level 9, 05 Endeavour Square

London

E20 1JN

Telephone

+44 740000000

Country

United Kingdom