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Contract

Provision of a Road Transportable Mobile Engagement Capability

Ministry of Defence

F03: Contract award notice

Notice identifier: 2024/S 000-039031

Procurement identifier (OCID): ocids-h6vhtk-049864

Published 4 December 2024, 11:34am

Section I: Contracting authority

I.1) Name and addresses

Ministry of Defence

Andover

Email

lucy.matthews153@mod.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.army.mod.uk/>

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

Provision of a Road Transportable Mobile Engagement Capability

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

A road transportable mobile engagement capability that can ATTRACT and INTERACT with the Army's UK main target audience (14–30-year-olds) for engagement and recruiting, incorporating Esports gaming capability and interactive digital displays (such as VR and touch screens).

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: £863,500

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a contract for a large standout mobile engagement capability that is equipped with high end tech that allows strong engagement interaction with the capability to fully utilise virtual engagement. In addition, a stripped-down package, that can be transported by a van, either to be available concurrently or when the main capability is unsuitable for an event.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

2 extension options of 1 year each.

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 000-028455](#)

Section V. Award of contract

Contract No

712147453

Title

The Provision of a Road Transportable Mobile Engagement Capability

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 November 2024

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Fragers Ltd

Ardleigh

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £863,500

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Ministry of Defence

Army Headquarters Marlborough Lines

Andover

SP11 8HT

Country

United Kingdom