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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](mailto: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

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### **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

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## **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](#)

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## **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

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## **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