

United Kingdom-London: Advertising and marketing services
OJ S 196/2017 12/10/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: RSSB

Postal address: The Helicon, 1 South Place

Town: London

NUTS code: UK United Kingdom

Postal code: EC2M 2RB

Country: United Kingdom

Contact person: Gemma Cuthbert

E-mail: shareditt@rssb.co.uk

Internet address(es):

Main address: <https://www.rssb.co.uk/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Railway

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Market Research and Marketing Strategy Services.

Reference number: RSSB2590

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

RSSB wish to embark on a programme of work which will start with market research to identify and validate our target individuals, why they are not attracted to careers in the rail sector and the possible channels to market to the individuals. This will be followed by the development of a strategic and operational plan for promotion and attraction activities to build the supply chain of suitable candidates to enter the rail sector.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 520 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79310000 Market research services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: United Kingdom.

II.2.4. Description of the procurement

RSSB wish to embark on a programme of work which will start with market research to identify and validate our target individuals, why they are not attracted to careers in the rail sector and the possible channels to market to the individuals. This will be followed by the development of a strategic and operational plan for promotion and attraction activities to build the supply chain of suitable candidates to enter the rail sector.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

The initial piece of work being tendered is for market research into the attractiveness of careers in rail, creation of employee value propositions and a marketing strategy. It is expected that this initial work will take 5-7 months. There will be the option to extend the contract to cover the delivery of that strategy including the creation of campaign materials, project management and campaign monitoring. The campaign should cover 3 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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: RSSB2590

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/07/2017

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: 23 RED

Postal address: 20 Northdown Street

Town: London

NUTS code: UK United Kingdom

Postal code: N1 9BG

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 520 000,00 GBP

Total value of the contract/lot: 540 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

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.

To view this notice, please click here:

<https://rssb.delta-esourcing.com/delta/viewNotice.html?noticeId=275498667>

GO Reference: GO-20171010-PRO-11175983.

VI.4. Procedures for review

VI.4.1. Review body

Official name: n/a

Town: n/a

Country: United Kingdom

VI.5. Date of dispatch of this notice

10/10/2017