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Contract

Home Group Media Buying Agency Services 2022

Home Group

F03: Contract award notice

Notice identifier: 2023/S 000-001418

Procurement identifier (OCID): ocds-h6vhtk-035be0

Published 17 January 2023, 2:26pm

Section I: Contracting authority

I.1) Name and addresses

Home Group

1 Strawberry Lane

Newcastle Upon Tyne

NE1 4BX

Contact

Mrs Laura Herbert

Email

laura.herbert@homegroup.org.uk

Telephone

+44 1916079679

Country

United Kingdom

Region code

UKC - North East (England)

Internet address(es)

Main address

<http://www.homegroup.org.uk/Pages/default.aspx>

Buyer's address

<http://www.homegroup.org.uk/Pages/default.aspx>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Home Group Media Buying Agency Services 2022

Reference number

DN627186

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Home Group are seeking to appoint an innovative and dynamic partner to supply a media buying service to support our national programme of new build homes marketed under the Persona Homes brand. The main purpose of the contract is to support the marketing team to achieve their targets in acquiring leads for the right homes in a cost effective manner. At a high level, the agency will be responsible for all media purchase on our behalf of our team, although 'portals' are not included.

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: £2,425,335

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

Home Group are seeking to appoint an innovative and dynamic partner to supply a media buying service to support our national programme of new build homes marketed under the Persona Homes brand. The main purpose of the contract is to support the marketing team to achieve their targets in acquiring leads for the right homes in a cost effective manner. At a high level, the agency will be responsible for all media purchase on our behalf of our team, although 'portals' are not included.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

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

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: [2022/S 000-022474](#)

Section V. Award of contract

Contract No

DN627186

Title

Home Group Media Buying Agency Services 2022

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 November 2022

V.2.2) Information about tenders

Number of tenders received: 8

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

V.2.3) Name and address of the contractor

Focus on Media Limited

Erskine House, Threshelfords Business Park, Inworth Road

Feering

CO5 9SE

Email

james@focusimc.co.uk

Country

United Kingdom

NUTS code

- UKC - North East (England)

The contractor is an SME

Yes

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

Total value of the contract/lot: £2,425,335

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice

London

WC2A 2LL

Country

United Kingdom