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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 hight 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**